

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XL.

NEW YORK, AUGUST 13, 1902.

No. 7.

*If your goods are sold in Philadelphia you need newspaper advertising. Don't either write the advertisements yourself or let a salesman or clerk do it. Send for a good advertising agent, no matter how small your pocket book is. Let him write and illustrate your copy and make your contracts. Your part is to insist that he buys the biggest circulation.*

Can you spare twenty dollars a week for Philadelphia for a year? It will buy a three-inch card twice a week for fifty-two weeks, or an equivalent space, and you will get Philadelphia's greatest and best circulation, the one which the department stores think so much of.

*Advertising rate, 25 cents per line, subject to discounts.*

New York :	Advertising Manager,	Chicago :
185 World Building.	Philadelphia.	1002-4 Tribune Building.

# **Birmingham, Ala.**

is the great industrial center of the South. It makes the price of pig iron throughout the world. The factories and railway companies of the city and vicinity distribute

## **Thirty Million Dollars Annually in Wages**

Approximately the same that the United States Government pays its employees in Washington.

## **THE BIRMINGHAM NEWS**

reaches these money-getting and money spending people thoroughly, having over

### **13,000 Sworn Daily Circulation**

which is double that of any daily paper in its territory, and is the largest in the State. No better place to advertise than Birmingham. No medium so good as the NEWS.

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**THE J. E. VAN DOREN SPECIAL AGENCY,**  
MANAGERS FOREIGN ADVERTISING DEPARTMENT,

1103-1105 Boyce Building,  
CHICAGO.

407-410 Temple Court,  
NEW YORK.

# PRINTERS' INK.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 22, 1893.

VOL. XL.

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## AN UNDEVELOPED FIELD.

"Before I took charge of this firm's advertising I spent four years in the Western office of Harper & Brothers, represented Stone & Kimball's *Chap Book* and *House Beautiful* and had experience with a Chicago agency," says Mr. William J. F. Dailey, advertising manager for Carson, Pirie, Scott & Co., Chicago. "All that I knew about advertising related to the magazine field. I was filled with the magazine spirit. Had anyone commissioned me to handle a general campaign I should have turned to the magazine as a matter of course. Consequently, when I took hold here I had many things to learn about daily papers, daily paper publicity and daily paper readers. One of the first steps that I took was that of ascertaining how general advertising affected the goods sold in our different departments. I had sold thousands of dollars' worth of space to general advertisers, but had never been in a position to see how the results worked out. But here I was, finally, in a great big retail store, stocked with articles that the public bought—as close as it is possible for an advertising man to come to the real, live human beings who are influenced by publicity, and who pay their good money for commodities that are advertised. I went through our different departments, making lists of the articles sold, and found that, with two exceptions, none of them contained articles that were widely exploited. In fact, there was no department save these two that depended upon general advertising to dispose of its goods. The exceptions were the notion and toilet requisite departments, where soaps, perfumes and like articles were sold upon their reputations created for them by general advertising. In these two departments we sold every com-

modity that had ever been exploited adequately. We had to sell them. We had always sold them, and were ever upon the watch for the least alteration in popular demand that came of general publicity. We're selling them yet. You can go down to-day and buy Munyon's Soap for eight cents per cake, whereas the regular retail price is fifteen. We sell these commodities at cut prices, and will always be glad to sell them. Is there any need of asking why? Doesn't the question furnish its own answer?

"Of the vast number of commodities sold in all other departments there was not a single one that had a reputation through advertising. There was hardly one that had ever been exploited by its manufacturer. Upon the main floor there were gloves, ribbons, silks, women's neckwear, handkerchiefs, laces and a dozen other lines, and among them all was no widely-known brand. On the second floor were under-muslins and millinery, and upon the third floor ready-made garments for women, misses and children. In none of these lines was there any that was popular, because the makers had never made them known to the people who buy things. In the majority of cases we were selling lines of these goods that bore our own labels, and we were entitled to all credit for selling because we bore the expense of advertising them. The manufacturers never helped us. Yet there was no single article in any of these departments that could not have been made highly popular through general advertising—none that the maker could not force upon the retail trade under his own name and label, and which, after a year's exploitation, could not have been turned into a valuable proprietary commodity.

"There have been some slight ad-

vances in this field since then—in shoes, for one thing. But they are very slight indeed. The manufacturers compete in price year after year instead of raising their products above price competition through advertising. There is no line of women's ready-made clothing so well known as the products of the Stein-Bloch Company or Hart, Schaffner & Marx. Go in a store where men's clothing is sold, and they will rejoice when you ask for these makes—or, even though you do not ask, when the clerk shows you a Kirschbaum suit, he will not neglect to point out the label. Women's ready-made garments can be put upon precisely the same basis, and if the manufacturer gives them a name and a standing through publicity the retail stores will be forced to carry them. They can't help themselves. The prices may be higher and the profit less, but they will sell them, and be very glad to do so.

"Now, here is a vast unworked field. Some one is going to take hold of it one of these bright mornings, and then look out for changes in trade conditions. If I were to take charge of the advertising that manufacturers are going to do along these lines—and I may take charge of some of it eventually—I should depend upon the daily rather than upon the magazine. I think myself competent to speak with a thorough understanding of both sides of the proposition. The magazine covers too wide a territory for certain kinds of advertising—is, practically, too much of a good thing. The manufacturer of articles sold in department stores usually lacks the complete distribution system of mail order or proprietary advertisers. Take the *Ladies' Home Journal*, with its approximate circulation of 1,000,000 and its rate of six dollars. The general advertiser who has limited facilities for taking care of demand can utilize only twenty-five per cent of the returns from advertising in such a medium. It is simply too big for him. It goes farther than he can reach, and his returns cost him four times as much as those of the advertiser who has a national distribution. But with the daily

newspaper he can enter a city, or a State, or a group of States. Daily newspaper publicity can be more accurately gauged and controlled and kept track of than magazine advertising. There is practically no waste when it is used judiciously, and it can be made the norm of a campaign that will grow with the advertiser's machinery for distribution. If he has ten salesmen on the road selling his product he can follow them with newspaper advertising, developing territory as fast as they win it over for him, and when he increases his force to fifteen salesmen he can keep pace with them. Then, the newspaper appears more frequently. He can secure the results of a year in the magazines in less than a month. Above all, he can bring pressure to bear upon the retailer so swiftly and irresistibly that no single store in a city or State can afford to be without his product.

"This field must be developed ultimately. The manufacturer who enters it first with live publicity will have the advantage of his competitors. Once the development is under way, the innovations and changes will be as radical as those wrought in the clothing trade by George L. Dyer."

CATCH LINE OF WELL KNOWN  
AD ILLUSTRATED.



"HOW ARE YOUR KIDNEYS?" WARNER'S  
SAFE CURE.

*"If you see it in THE SUN it's so"—  
as true of its Advertising  
as of its News.*

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**More than a Quarter  
of a Million Lines  
284,823**

**These figures represent the Increase in the  
number of lines of advertising printed  
in THE SUN and THE EVENING SUN  
during April, May and June, 1902, as  
compared with the same months of 1901.**

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*Such growth tells its own story.*

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**June, 1902, witnessed these Gains as  
compared with June, 1901:**

**THE SUN, - - - - 58,016**

**or more than 22%**

**THE EVENING SUN, 49,363**

**or more than 42%**

**Total, - - - - 107,379**

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*No other newspaper approached  
this showing.*

## REDUCED COST OF ADVERTISING.

The exhaustive census bulletin on printing and publishing prepared by William S. Rossiter and issued by the census bureau contains the figures relating to circulation and advertising. These figures show that, while the prices of other commodities are rising, the cost of newspaper advertisements, for each thousand of readers reached, is steadily falling. This is agreeable news for the advertiser, but the newspaper publisher is confronted with the curious fact that his own success threatens to wipe out his profits. The 18,226 newspapers and periodicals enumerated in the last census have an aggregate yearly circulation of 8,168,000,000 copies, as against 4,681,000,000 in 1890 and 2,067,000,000 in 1880. Ever since the civil war the income from subscriptions has been increasing much more slowly than the income from advertising, until now for the first time the advertising account completely eclipses the other. The total receipts from advertising in 1900 were \$95,861,127, as against \$79,928,483 from subscriptions and sales of papers. In 1890 the proportion was 71 to 72 in favor of the subscriptions, while in 1880 it was 39 to 49. Thus the income from advertising grows apace, but, unfortunately for the newspapers, it does not grow in proportion to the wonderful increase in circulation.

In the last decade the aggregate circulation of newspapers and periodicals increased 74.5 per cent, while the money paid by advertisers increased only 34.6 per cent. In the previous decade the two percentages of increase were, respectively, 126 and 82. In those twenty years the newspapers quadrupled their circulation, while the advertisers only doubled their payments, and that chiefly for enlarged space. The wider circulation is practically thrown into the bargain. Mr. Rossiter calls attention to the fact that several New York papers have reached the point where they are losing money with each further increase of circulation. Advertisers never before received as much publicity for one dollar as they get to-day in Chicago and New York—probably in all

the large centers. The situation is ideal from their point of view. To the newspaper publisher, however, the census statistics suggest the need of a change of policy and of rates to correspond more nearly with the growth of circulation.—*Chicago Record-Herald, July 27, 1902.*

## "SUN CRANKS" INCREASING.

Every newsdealer knows the *Sun* crank. There are dealers of long experience who declare that they can recognize a *Sun* purchaser a hundred yards away by the hungry gleam that lights his eye as he approaches to buy his favorite paper. It may well be true. For the habitual *Sun* reader has become accustomed to finding a surprise of some sort in his paper every morning. No matter how dull the day before may have been in great accidents or political events or murders or Wall street coups, there is sure to be somewhere in the *Sun's* pages a bit of real human life caught up and transferred bodily to its pages with all its humor, pathos and thrill. Among the host of more or less authentic anecdotes of Charles A. Dana is the one of the answer he is said to have made to the would-be reporter who came to the *Sun* office and volunteered to write an account of a dog which had gone down Broadway after a newsboy had tied a tin can to its tail. After considering the application briefly, the story runs, Mr. Dana said to the young man: "I rather think one of the regular staff can attend to that matter. But see here! If ever you see a dog tie a tin can to its own tail and start off down Broadway, I'll give you the whole first page of the *Sun* for it." Whether the story is true or not, it vividly illustrates the guiding principle of the *Sun's* news collecting. So it is that a true *Sun* crank, and there are thousands of them, will never buy any other newspaper than the *Sun*. If your *Suns* are all gone, he snorts in disgust and passes by. And we happen to know that the *Sun* has a very satisfactory bit of evidence of that tendency of *Sun* readers on its books. Of course, the coming of the Summer season cuts down city circulations. But the *Sun's* books show that for nearly every copy that is taken from the city circulation in Summer time, an additional copy is added to the out-of-town list. Of late the *Sun* has made an especial point in its advertising, of trying to save to the city newsdealer the profits of this movement; the management feels that inasmuch as the city newsdealer has built up the city circulation, he is entitled to the commission from the sale of that circulation when it moves out of the city in the Summer time. So the *Sun's* ads read: "Order your regular newsdealer to have the *Sun* sent to your summer place by mail."

Since a few months ago, the paper has entered upon an era of increased prosperity in which all wide-awake newsdealers will be quick to share. It is an easy paper to sell and there is profit in selling it, and the *Sun* folks will give every aid to those who help them push it along.—*From the Newsdealer.*

# The Peoria Evening Star

has the largest circulation and receives the greatest advertising patronage of any daily newspaper published in the State of Illinois outside of Chicago. *Circulation sworn to each day.*

Pressroom, mailing room and circulation books open to the advertiser. Circulation attested by a careful inspection

**Nothing Concealed.**  
**Nothing Evaded. . .**  
**No Deception. . . .**

made by the leading advertisers of Peoria. Circulation steadily and constantly increasing—a condition that contract advertisers should appreciate.

**Circulation for week**  
**Ending July 19th . . . 23,809**

## AVERAGE CIRCULATION

<small>Daily for year 1900</small>	<small>For 1901</small>	<small>For June, 1902</small>
<b>15,739</b>	<b>19,093</b>	<b>23,774</b>

Circulation is guaranteed by Advertisers' Guarantee Association of Chicago, Ill. The only paper in Peoria, Ill., that swears to its circulation. The best medium through which to reach the people of prosperous Central Illinois.

THE PEORIA STAR CO., PEORIA, ILL.

## N. M. SHEFFIELD

84 and 85 Tribune Building,  
NEW YORK.

United States Express Bldg.,  
CHICAGO.

IN FULL CHARGE FOREIGN ADVERTISING.

## A BUSINESS PUZZLE.

CHARLES AUSTIN BATES.—Five judgments aggregating \$3,428 were yesterday obtained in the City Court against Charles Austin Bates, advertising agent, of 132 Nassau street, in favor of the American Newspaper Publishers' Association, on assigned claims from the Buffalo News, the Philadelphia Inquirer Company, the Indianapolis News, the Pittsburg Dispatch, and the Chicago Record-Herald. Mr. Bates has been in the advertising business in this city for the past thirteen years. He is president of the Charles Austin Bates Company, the Bates Publishing Company, and is an official in the Bates Realty Company, owning property in West Forty-third street. Mr. Bates said: "There is little to be said. The amount in total is very small; it is not a question of my solvency. The judgments were obtained by trick in cases in litigation. My attorney, N. L. Riesenfeld of 132 Nassau street, has been instructed to appeal from them and in the morning will file the necessary bonds."—*New York Times*, July 31st.

In connection with the above paragraph and similar paragraphs that from time to time make their appearance, PRINTERS' INK is reminded of an experience of the Little Schoolmaster's youthful days, which might be related as follows:

There was once upon a time in the city of Boston a pair of brothers who did a business near the head of Central Wharf in running of errands and carrying packages either by hand or by the aid of a hand or push cart; and very honest men they were and well patronized by the merchants of the neighborhood, among whom was one firm composed likewise of two brothers, having an office very near. It chanced one day, in the course of business one of the push cart brothers had done a service for one of the merchant brothers for which a legitimate charge of 25 cents was due and he called to collect the same, whereupon the merchant said: "The other man at the stand is your brother, is he not?" "Yes," was the reply. "And you are partners in the business, are you not?" continued the merchant; and to this the man also asserted. "Well!" continued the merchant, "your brother did a job for my brother yesterday, for which he owes him a quarter," so I will settle with my brother, and that will make us square all around." "All right!" said the push cart man and went out. A little later, he came back and asked the

merchant to tell him again about the transaction between the absent partners, which the merchant proceeded to do: "I owe you a quarter for a job you have just done for me; yesterday your brother did a job for my brother for which he owes him a quarter. Now your brother is your partner and my brother is mine, so I will settle with him instead of with you, and that will make us square all around." "All right!" said the push cart man and again he went away; but by and by he came again, saying to the merchant, "I know it is all right, but will you not tell me once more about the quarter you owe me and your brother owes my brother." So the merchant told him again, and again the push cart man was satisfied. Next morning, however, he came a fourth time and pleasantly assured the merchant that he and his brother had talked the matter over and that it was all right, but in future, said the push cart man, "We don't want your business."

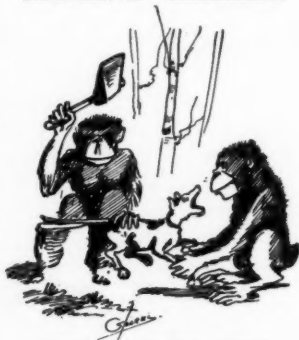
## A LESSON IN ARITHMETIC.

If to an "ad" you add an "ad,"  
You multiply your gains,  
Subtract from those who do not "ad,"  
And a dividend remains.  
The greatest common "devisor"  
Is one whose "ad" will tell  
A hundred thousand people,  
Of goods he has to sell.

—*Furniture Trade Review*.

THE big publications are usually safe—that is, those of which there is no question as to quality and quantity of circulation.—*The Advisor*.

## ILLUSTRATED EXPRESSION.



MAKING A LONG TAIL SHORT.

There are more  
TRIBUNES sold  
every day within  
the corporate limit  
of the City of Min-  
neapolis than all  
the other local  
English daily publi-  
cations combined.

See report of the  
Association of Am-  
erican Advertisers.

## QUAKER CITY POINTERS.

By John H. Sinberg.

While talking to Mr. I. Ausprung, the tobacco dealer, 103 South Tenth street, last week, about the various methods employed in the advertising of smokers' articles, he told me the following story: "Something new in cigarette advertising is the cigarette boomer. I suppose it is legitimate, for the same thing has been done for years by wine agents. Still, it is interesting as showing the tendency toward higher priced cigarettes made from Turkish tobacco and the growing rivalry among manufacturers of the various brands. The cigarette boomer operates largely among the big hotels, fashionable cafes and the clubs, if he is a club man, and a lot of them usually are. The introduction of a new Turkish or Egyptian cigarette into a fashionable club means a whole lot in its favor. These fellows—there are only a few of them as yet—are well known in the man-about-town category, and they go from place to place asking for the special brand which they are booming, and raising a fuss if they can't get it. Pretty soon a salesman comes along, and the cigarettes are placed conspicuously in the show case and perhaps a prominent display made of them in the window."

The abrupt note of an automobile horn is daily heard on Chestnut and other much-traversed streets and it makes people turn, they expecting to see an automobile at a high rate of speed. But all that meets their eyes is the delivery wagon of a carpet dealer. The driver in it presses with his foot the rubber blowing-ball of the horn that is attached to the floor, thus keeping up a constant tooting. When questioned, he said: "This automobile horn is the best advertisement our firm has ever had. I toot, and everybody looks at me and reads the sign on the wagon."

The New Jersey Law and Order League has begun a crusade for social purity, and, in line with the

movement, its secretary, Rev. Dr. S. H. Hann, appeared before Prosecutor Lloyd, in Camden, a few days ago, and pointed out unlawful advertisements in newspapers. The penalty for printing such advertisements is prescribed in the Revision of Laws for 1898, page 1057 and Section 44, and is one year in the county jail or a fine of \$1,000 for each offense.

Though it can already claim to be the largest department store city in the country, Philadelphia is to have still another great store. The big building at the northwest corner of Tenth and Market streets has been leased by Blum Brothers, the well known cloak manufacturers, and they propose to conduct there a complete retail outfitting establishment for women, misses and children. Architects and builders will begin work at once, and the intention is to open the new store on October 1st.

The fact that most people like bright, new coins is largely responsible for the success of a West Philadelphia grocer. Although he has been established but little more than a year he has built up a very large trade, and this he attributes not so much to superior quality of his goods as to the fact that he gives nothing but brand new coins in change. Every morning he goes to the Sub-Treasury and in exchange for the dilapidated currency he takes in at his store he receives bright coins which have not yet been put into circulation. These he gives to his customers when it is necessary to make change, and his reputation as "the new-money man" has spread throughout the neighborhood.

Here is a good hint for other merchants.

HE KNEW.

Tommy—Say, pop, what is a wash drawing?

His Pop—A picture to be used as an advertisement for a new brand of soap.  
—*Toledo Blade*.

NEVER allow smaller competitors to outdo you either in quantity or quality of advertising—prestige is maintained with quantity and sales made because of the quality of the advertising.—*The Advisor*.

**Over 315,000 Homes  
can be reached daily  
through the mediums  
comprising the Scripps-  
McRae League —**

**The Cleveland Press *exceeds* 117,000**  
**The St. Louis Chronicle " 51,000**  
**The Covington (Ky.) Post " 12,000**  
**The Cincinnati Post "139,000**

**— for a more moderate  
outlay than the same  
number of homes could  
be reached by any other  
list in the country.**

**FOREIGN ADVERTISING DEPARTMENT:**

**D. J. RANDALL**  
**Tribune Building, New York**

**I. S. WALLIS**  
**Hartford Building, Chicago**

## THE ODD AND BIZARRE.

*By Joel Benton.*

The student of advertising, or the attentive observer who reads the advertising pages, notices quite often that a good deal of advertising is not moulded in a serious way. Much of it is purposely funny or odd just as the reading matter that it flanks frequently is. One might say—seeing that business is primarily a serious matter—that all business notices and advertisements should be framed in a similar spirit just as the stereotyped legal notices are. But this does not take into account human nature, which must be considered in all public appeals. It is not quite enough always to tell a brief and yet sufficient story as to points and details about a business—although it might very nearly be if there was a certainty that such an advertisement would be read. The sufficient story must be told, of course, somehow, but the next requisite is to have it read. After the advertiser has selected the appropriate mediums he must see to it that what he says in them is not stale, hackneyed or tiresome. That is why some daily change in his matter is needed and that is why a story made piquant and racy (if it incloses what he wishes to have known) is quite often an advisable thing to have done. For when a reader sees what is already familiar to him he skips the spot filled by an old story, and the new ones by its side which fill his mind very soon wipe the stereotyped story out. When a firm, however, does not rely on what it has once said in one way but tells it each day in a new way and makes topical and quaint or witty current hits, it recalls new and unflagging attention to the things advertised. Indelible associations are thus formed and the memory of the reader is fixed thereby. A permanent oddity is sometimes employed by advertisers which serves very much as an artist's symbol does, or a jeweler's hall-mark, to call sharp attention to the one who is trying to address you. Although like the "full moon" the "Three Lamps" and the "Gold Dust Twins" it may be invariably pres-

ent, it is present under protean forms and undergoes constant permutations, in this way, though the advertising kaleidoscope uses exactly the same colored beads. They are made to fall so as to produce an entirely new effect or picture.

There was a time once, perhaps, when so bizarre and literally untrue a suggestion as the "Gold Dust Twins" might have affected the reading public as a frivolous levity might in church, but it is evidently relished now or the firm employing it would not keep it going so persistently. The odd and bizarre method has manifold room for its development and should give advertising "smiths" ample warrant for exercising their fertile gifts of invention. It is only lately, speaking comparatively, that the advertisers so often try to make their advertisements rhyme with current news and events, but the device is excellent and gives the prime quality of a wide-awake up-to-dateness in advertisements so shaped. For instance, in a certain local community there have been stories lately of the appearance of a bear that night after night frightened the neighborhood thoroughly where no bear in modern times was ever before seen. The local papers thereof vied with each other in adding horribly gruesome details to the story day by day until every man, woman and child thereabouts was full of it. Whether they thought there was a bear or that the stories of him were merely bare-faced frauds, one or two advertisers in those newspapers "set their thoughts a-brewin'."

They began their announcements with something about this bear and ended them with an apt business moral. Of course they were read and probably will be keenly remembered. National events we also see similarly handled—such as the suspended English coronation and our own coal strike. Properly done, odd and unexpected conjunctions of ideas have a valid purpose in an advertisement but they must have to be pleasing, the anti-septic quality of good taste.

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NEVER look for advertising to accomplish wonders in a short time—because it seldom does.—*The Advisor.*

# "In all the West They are the Best."

## THE CLOVER LEAF FOUR

is the strongest newspaper combination in the West.  
One ownership—one management—one policy—one  
rate. Combined NET daily average circulation  
exceeds

# 160,000

COPIES DAILY

## THE DES MOINES DAILY NEWS

exceeds ALL the rest in local circulation and any  
other three Iowa newspapers in State circulation.  
The "want ad" medium. New rate in effect August  
1, 1902—5c. flat per line.

## THE ST. PAUL DAILY NEWS

guarantees advertisers to exceed 30,000 daily. Circu-  
lation proven by the A. A. A. In two and a half  
years has won second place in the field. It is so  
recognized by advertisers.

## THE KANSAS CITY WORLD

to-day proves over 60,000 paid daily average circula-  
tion; two years ago it had less than 25,000. No  
other American daily has ever shown such a record.  
To-day it is Kansas City's popular paper.

## THE OMAHA DAILY NEWS

guarantees to exceed 33,000 net circulation daily.  
This is 5,000 more than any other newspaper in Ne-  
braska. It is first in Omaha and suburbs and first in  
the State.

AGENTS are authorized to absolutely guarantee our cir-  
culation claims in every instance.

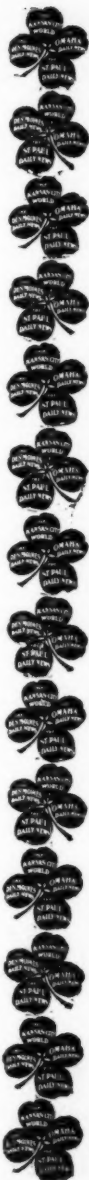
## FOREIGN ADVERTISING DEPARTMENT:

E. D. BUTLER, MANAGER.

52 TRIBUNE BLDG., NEW YORK,  
JAS. F. ANTISDEL.

705-7 BOYCE BLDG., CHICAGO,  
CHAS. D. BERTOLET.

LEE T. WATERMAN.



## NEWSPAPERS ABOVE ALL.

The following sections are culled from interviews I've had with the gentlemen mentioned, and as they are pretty well scattered over the country it appears to me that their views could be safely taken as representing the general opinion of American advertisers.

The manager of Rogers, Peet & Co., the famous New York clothiers, does the advertising for that firm. He told me: "We have practically abandoned all other advertising mediums except the daily press. We confine ourselves to the daily papers, using about 6 inches single column, with an outline cut at the top as an eye-attractor. We believe in concentrating our advertising in a few papers every day, rather than scattering our shot by appearing less often in a wider range of mediums. We believe this principle a correct one for all advertisers. The ad to be read must be brief and sensible, especially if it is to attract the trade of men. That's the way we try to make our advertisements and we know they pull trade for us."

Mr. Charles Michael, general manager of the big L. S. Plaut & Co. department store, Newark, N. J., says: "While we use bill boards, circulars, programmes, etc., we put the big portion of our appropriation into our daily newspaper, because the returns are quick and entirely satisfactory. It is difficult, if ever possible, to trace returns to advertising, except that done in the newspapers. We make our advertisements to the point and are particular to see that nothing but the truth is advertised and that every printed promise is fulfilled in the store. We believe in bold typographical display because it attracts and holds attention. We are liberal users of the best cuts we can buy."

In his last interview about advertising Mr. A. M. Palmer, the famous theatrical manager, told me: "Of all methods of reaching the public the daily newspapers are by far the best. I say this after years

of practical experience covering all kinds of publicity."

Mr. Joseph Hannen, Portsmouth, Va., Publicity Department of the Sea Board Air Line Railway, said: "Every season the big railway systems are settling down to more newspaper advertising. Our system is now in the New York dailies with strong paid readers and the results are very pleasing. And along our lines from Richmond and Portsmouth to Tampa and Cuba and far out to the Mississippi Valley it would be difficult to find a worthy newspaper that is not carrying the 'S. A. L.' ad. The time is not far off when big railroads will use space like the big stores do to-day to keep the public posted on the advantages offered by each system."

Mr. Charles E. Hires, of "Root beer" fame said: "The daily newspaper is by far the best and most profitable advertising medium. But the papers selected should be those with unquestioned circulation. Only in this way can an advertiser calculate upon a certain basis for his advertising expenditure bringing specific results. Circulations of papers whose proprietors do not hesitate to make false statements in regard to their publication are unknown factors and are to be shunned, because the results must be unknown quantities, sure to bring disappointment and a large waste of money."

Dr. S. S. Collins, President of the Londonderry Lithia Springs Water Co., of Nashua, N. H., said advertising had paid his corporation nicely. "Each year has found me getting further away from write-ups, bill boards, church fairs, theater programmes, etc., into daily newspapers and high-class magazines. This is the result of the most careful study and experimenting. Each large city has one or more daily papers which go to the best families; in these we never fail to make advertising pay and it is from such publications that we hope for and get profitable returns. I do not use small, stingy ads."

SAM E. WHITMIRE.

In my opinion there is only one newspaper directory, and that is the American Newspaper Directory. We use it constantly in the work of this agency, and I do not know of any two, or three, or half dozen books that could take its place.—*John Lee Mahin, President Mahin Advertising Company, Chicago, July 23, 1902.*

# RECOLLECTIONS OF THE LONG, LONG AGO.

Half a century ago it was a very considerable object for the owners and publishers of country newspapers to secure standing advertisements to fill up the waste places in their columns. In the old days the business men out West had not been thoroughly educated in the value of advertising. The day of "patent insides," plate matter, and other modern conveniences for filling space had not yet arrived; and, although labor was comparatively cheap, the weekly expense for composition even on a small four-page seven or eight column weekly newspaper was a very considerable tax on the meagre financial resources of country publishers.

It may, therefore, be comprehended that the establishment of reliable newspaper advertising agencies in New York was considered a primal blessing by the primitive publishers of primitive communities "way out West."

It was very largely through these agencies, and their corollary, the as yet unmeasured force of the country newspaper as an advertising medium, that very, very many of the great New York fortunes were founded. That a new patent machine or a patent medicine—a valuable discovery in art or science—an advance in manufacture, might be brought before the great public for its final test by persistent advertising—week after week, month after month and year after year, hammering upon the same spot—this fact was first discovered, demonstrated and intelligently applied by the early advertising agents of New York. If the country newspapers were not richly rewarded in cash for their part of the transaction, they were still repaid indirectly by thus assisting to demonstrate to a world growing daily in intelligence and business skill, that "advertising in the country newspapers" was a paying investment.

What country editor of forty—or even twenty-five—years' experience can fail to remember the pleasure with which he took from the postoffice the old fashioned newly invented electrotpe, of that

period, with its wooden base, which had been forwarded to him from New York for a whole year's insertion in his valuable paper. He did not realize until after a bitter experience, and numerous rows with his foreman, how that wooden base would, by its swelling and shrinking after repeated washings of the "form," mar the features and symmetry of his pages, and finally involve him in a row with his New York agent because the electrotyped plate would persist in becoming valueless and unuseable before the completion of his twelve months' contract.

In those early days the country editor was a modest and inoffensive member of the community. "The power of the press" had not yet become a fixed force in moral, spiritual, political and physical dynamics. The lever of the old Washington press caused the perspiration to flow when it was pulled twice each week by strong young arms on an edition of from 500 to 2,000, but it had really not yet been proved to be the archimedean "lever that moved the world." Of course, every school boy now realizes the "power of the press," but half a century ago men and women were somewhat in doubt as to whether the press, the pulpit or the plow was the great civilizing agency.

Hence the country editor—and some rare city editors (who had not yet become journalists)—possessed the unique virtue of modesty. When the mail, therefore, brought from New York a proposition to the editor and proprietor of the *Northwestern Clarion* to print a column advertisement one year (plate furnished) and offered therefor the munificent sum of \$25, payment to be made in bass wood slabs or bull pups (with pedigrees), the offer was—generally—thankfully accepted, freight paid by the editor. Of course, however, that was long before the war, when money was scarce, and barter ruled trade—a halcyon period when men were all honest, but very close and prudent dealers.

An incident occurred coming under the observation of the writer only a little more than a generation ago, when the first actual cash

transaction took place between a New York advertising agency and a Western country publisher. A two inch electrotyped advertisement was offered to the publisher, with an offer for one year's insertion at \$12 in trade—patent medicines, photographs or some other trifle of supposed value—or \$2 in cash.

"Which offer are you inclined to accept?" asked the foreman.

"Do you think I'm a d—d fool?" was the prompt reply. "I'm going to pocket that \$2 in money."

The idea that newspaper advertising is a thing of actual cash value began its evolution in this country, and naturally the thing itself has reached and is reaching its greatest perfection here. To-day it would be an unwisely daring man who would undertake any kind of business without first arranging to enter the columns of the newspaper.

In many ways the conditions surrounding business advertising in the West are in advance of those of the East. The existing generation who are doing the work out there have been educated to understand their own interests, and no young man asks to establish himself to-day in any kind of business until he has "fixed the newspapers." Then, when the concern is opened up, the rule is to set aside a certain fixed—and gradually increasing—percentage of the annual income derived from the business which shall be devoted to newspaper advertising. When the profits are large enough a superintendent of advertising is included among the regular employees of the establishment, whose business it is to

follow old plans, and discover new schemes for calling attention to the business of the establishment. Probably this system also obtains among Eastern business men, but I am inclined to think not to so large an extent as in the West.

FRANK J. MEAD.

#### COLOR COMBINATIONS.

The combination of colors, in a catalogue of more than one printing, is one of the hardest things to consider in catalogue technique. As a rule, the first combination of two colors that comes into the mind of the advertiser or printer, is black and red. This is a very good combination, but rather conventional. Black and green is another good combination, and so is blue and brown. Much depends upon the arrangement of cuts and type matter, as to whether a catalogue printed in two or more colors is artistic or commonplace. It is almost impossible to give any instructions pertaining to this branch of catalogue technique. Experience is the best teacher. If you have no experience you had better leave it to a competent artist or painter. Or it might be well to have a sample printed in several combinations of colors, and choose the one you like best. And in arranging for color combinations, it is well to remember that simply running a few headings or initials, or the cuts, in one color, and the type in another, is the least effective way of obtaining artistic and taking results. A little thought and study, how best to utilize the colors in a harmonious and consistent scheme of arrangement, may make a work of art out of very commonplace material. This applies particularly to the illustrations, which are too often condemned, by lack of technical knowledge or carelessness, to be run into one color, when a little extra expense, in accordance with a carefully prepared plan, would have enabled the printer to run them in the two colors arranged for in the catalogue and thus greatly improve their appearance.

SOMETIMES a merchant will wonder why certain customers have left him, but where he has been found guilty of substitution the question should be easily answered by himself.—*Progressive Advertiser.*

Home circulation pays advertisers. THE EVENING STAR is the home paper of Washington, being delivered by carriers into over 90 per cent of the occupied houses in its home city. 15,000 of them take no other local newspaper.

M. LEE STARKE,

Manager General Advertising,  
Tribune Building, Tribune Building,  
NEW YORK. CHICAGO.



## THIRTY-SECOND WEEK.

In the 1902 PRINTERS' INK ad competition fifteen competing advertisements were received in time for consideration and report in this issue of the Little Schoolmaster. Of these, the one reproduced on the opposite page is thought to be the best submitted during the respective week.

This advertisement was constructed by H. F. Ruhl, druggist, Manheim, Pa., and appeared in the *Sentinel and Advertiser* of that place on August 1, 1902.

In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK good for one year from date of presentation was sent to Mr. Ruhl when the marked copy of the paper was received. Two additional coupons, one to Mr. Ruhl, and one to the advertising manager of the *Sentinel and Advertiser*, were sent in accordance with the terms of the competition when a selection of the best ad for the thirty-second week had been made.

Mr. Ruhl's advertisement will now be placed on file, and it will have further consideration later on, as specifically provided in the contest regulations.

Each of the fourteen unsuccessful competitors for the honors of the thirty-second week received a coupon good for one year's subscription to PRINTERS' INK, as a partial consideration for their ef-

forts. The Little Schoolmaster has previously had occasion to remark that the choice of a weekly prize ad was sometimes made difficult on account of the excellence of a number of ads submitted in the same week. This was again the case in the thirty-second week. The advertisement on the page next following the prize winner was considered a close second and for this reason it is thought to be of interest to the pupils of PRINTERS' INK. It was prepared by James W. Brackett, editor of the *Phillips, Mc., Maine Woods*, and appeared in that paper on July 11, 1902.

This ad contest now in its thirty-second week will end with the first issue of PRINTERS' INK in October next. The last day for entries of advertisements is September 24, 1902. On that day the list of entries definitely closes, therefore ambitious adsmiths have six weeks more in which they can make an attempt to capture the awards.

A hundred dollars cash is often a very nice thing for a young man to put into his wallet, but the fame of winning will be worth more in a business way than the money.

More than one high-priced advertising man in a great establishment first made his name known to the advertisers of the world by competing successfully for a PRINTERS' INK prize.

A pamphlet setting forth the regulations of the contest will be mailed on request free of charge.

# The best advertising school

There is a school teaching advertising by mail, with offices at 10 Spruce street, New York.

It is not called an advertising school; but it is without a doubt the best advertising school in existence.

This school is nothing more nor less than PRINTERS' INK, a weekly journal for advertisers.

It deserves the well-earned title: THE LITTLE SCHOOLMASTER.

For twelve or fifteen years PRINTERS' INK has been the recognized authority on good advertising throughout the whole civilized world.

PRINTERS' INK is so valuable to the business man, because:

It teaches the underlying principles of advertising.

It distinguishes between good and bad advertising.

It teaches good display.

It teaches retail, wholesale, department store, mail order and every other kind of advertising.

It tells why some advertising has been successful and why some has failed.

It teaches sound business principles.

It describes the world's best window displays.

If you are engaged in business of any kind you can't invest \$5 more profitably than by subscribing for PRINTERS' INK.

Many a single idea will be worth more than the subscription price.

PRINTERS' INK easily slips in your coat pocket—the busy man can read it at odd moments as when waiting for a car, a shave, etc.

Mr. Alfred G. Bauer said: "PRINTERS' INK keeps you in touch with live men who do live things, and if you read it you are bound to catch the infection and become alive yourself."

10c. brings a sample copy—\$5 pays for 52 weeks.

**PRINTERS' INK,**  
10 Spruce Street, - - New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. HOWELL & Co., Publishers, 18 NASSAU ST., NEW YORK.

PRINTERS' INK is the world's leading journal of advertising. It was the first journal that took advertising seriously. When its initial issue went forth, advertising was regarded merely as a phenomenon of business. Today it is known to be the business itself.

\* \* \*

In the actual work of planning, preparing and placing advertising, it gives the best opinions and practice of those who have been conspicuously successful. It prints many succinct interviews with leading advertisers, setting forth their methods, experiences, theories, advice and results in a manner that gives the widest range of application in one's own business. Printers' Ink is a thought-stimulator and thought-producer par excellence. It deals with the many phases of preparation of copy, the dressing of advertisements and other pertinent literature in attractive forms, the tracing of results and the afterwork of following them up and thus render all permanently profitable.

American advertising has become a national industry and Printers' Ink has made it so. Published every Wednesday. Send 10c for a sample copy to the publishers.



Prepared by JAMES W. BRACKETT, Phillips, Maine.

The ad which was considered second best in the thirty-second week of the contest.

### THE MAGAZINE MART.

There's "Silverware from Maiden Lane,"  
 "Pianos, Banjos, Organs,"  
 "Sapolio" and "Shaving Soap," and  
 "Playing Cards" (of Morgan's),  
 "The Aeolian"—an instrument indorsed  
 by all musicians—  
 And "Old Point Comfort's famed Re-  
 sorts"—much praised by the phy-  
 sicians!  
 There's "Dollinger's Artistic Glass,"  
 and "Some One's Monarch  
 Shirts,"  
 There's "Durkee's Sauces," "Douglas  
 Boots," and "Sozodent" and  
 "Skirts,"  
 There's "Mellin's Food," "Cod Liver  
 Oil," and "Royal Baking Pow-  
 der,"  
 There's "Shredded Fish"—(a dainty  
 dish wherewith to make a chow-  
 der).  
 There's "Gloves with Patent Finger  
 Tips," with which to please the  
 ladies!  
 There's book on book of every sort,  
 'mongst which you'll see "Quo  
 Vadis!"  
 There's "Vantine's Screens," and  
 "Ferris' Hams" and "Dye see  
 that Hump!"  
 There's "Pills to make all Fat Folks  
 Thin," and "Pills to make Folks  
 Plump,"  
 "Insurances on Lives and Fires," and  
 "Patent Window Blind,"  
 And "Bicycles and Tricycles" and  
 "cles" of every kind!  
 There's "Cottolene" and "Vaseline,"  
 "Warm Baths" and "Carpet Beat-  
 ers,"  
 "Chubb's Fishing Rods" and "Pepsin  
 Gum" and "Combination Heat-  
 ers,"  
 "Barometers," "Thermometers," all  
 kinds of "boons in pens,"  
 There's "Pearl Top Shades" and "Rubi-  
 foam" and "Eggs from pure bred  
 hens!"  
 There's "Health Resorts," and "Cures  
 for Drink," all sorts of Sana-  
 toriums,  
 There's many a famous article from  
 many famed Emporiums.  
 You'll find these in the magazines, and  
 you might well do worse  
 Than study them before you read the  
 usual prose and verse!

### THE NECESSARY PRICE.

Dozens of sales are lost every day by  
 not having prices plainly marked on the  
 goods. Many persons, especially men,  
 dislike to look at an article, ask ques-  
 tions about it and then walk off with-  
 out buying. The price does not neces-  
 sarily need to be a bargain, that is not  
 what they are looking for. In fact,  
 most men don't know a bargain when  
 they see it. They want to know if the  
 price is within their means before ex-  
 amining further. It is a common thing  
 to see men walk along a street and  
 glance in the window until they see  
 one with whatever they need or fancy  
 with prices on and stop.—*St. Paul  
 Trade.*

NEVER permit yourself to act on the  
 theory that you cannot do too much  
 advertising—because such a thing as  
 over-advertising is easily possible.—*The  
 Advisor.*

BECAUSE patrons do not vigorously  
 protest against substitution, dealers  
 should not flatter themselves that the  
 fraud is unnoticed by those upon whom  
 it is practiced. Many a customer is  
 lost to a dealer through the practice of  
 substitution.—*Progressive Advertiser.*

### Classified Advertisements.

Advertisements under this head two lines or more,  
 without display, 25 cents a line. Must be  
 handed in one week in advance.

#### WANTS.

**TO TOURISTS**—Write D. E. CLARK, Realty,  
 Rents, Santa Barbara, Cal.

**THE TIMES-DEMOCRAT**, Charlotte, N. C., leads  
 all semi-weeklies in the State.

**THE CHARLOTTE NEWS** heads the list of  
 afternoon papers in North Carolina.

**WANTED**—Something useful, novel for postal  
 trade. ATKINSON, King St., Ulverston, Eng.

**A SECOND-HAND** folder to paste and trim  
 sheet 30x44. Must be in fair order. LOVELL  
 PRINTING CO., Moorestown, N. J.

**EXPERIENCED**, sober, all-round newspaper  
 man, 26, seeks situation in small city or  
 town. "F. I. E.," care Printers' Ink.

**SECOND-HAND** cylinder and folder to handle  
 6-col. quarto. Folder to paste and trim.  
 Must be low. "L. P.," care Printers' Ink.

**AGENTS** wanted for coming season to sell to  
 the wearer a line of gloves and mittens.  
 Address FRANK COMSTOCK, Wilton, Conn.

**MORE** than 200,000 copies of the morning edi-  
 tion of the *World* are sold in Greater New  
 York every day. Beats any two other papers.

**PRINTERS' INK**—A limited number of sub-  
 scriptions at \$2.50 each. For particulars  
 write AETNA ADVERTISING AGENCY, Norfolk,  
 Virginia.

**SITUATIONS** secured and help furnished for  
 any department of newspaper work. Make  
 your wants known to THE NATIONAL EMPLOY-  
 MENT AGENCY, Box 994, Canton, O.

**WANTED**—First-class salesman for branch of-  
 fice of large advertising novelty concern.  
 Superior opportunity for a superior man. Ad-  
 dress "INTEGRITY," care Printers' Ink.

**WANTED**—Practical printer on progressive  
 country weekly, capable taking entire  
 charge. Would sell interest if desired to right  
 man. "DEMOCRATIC," care Printers' Ink.

**REPORTER** and ad man on live country week-  
 ly. Must be a hustler. \$15 to start. More  
 when worth it. No drones need apply.  
 "HUSTLE," care Printers' Ink.

**WANTED**—An intelligent, ambitious young  
 man, age 25 to 30 years, to take charge of  
 publicity of large New York commission house,  
 under direction of the manager. Unusual op-  
 portunity for the right man. Address, stating  
 full particulars, "OPPORTUNITY," care Print-  
 ers' Ink.

**CANVASSER** wanted to sell **PRINTERS' INK**—a  
 journal for advertisers—published weekly at  
 five dollars a year. It teaches the science and  
 practice of Advertising, and is highly esteemed  
 by the most successful advertisers in this coun-  
 try and Great Britain. Liberal commission al-  
 lowed. Address **PRINTERS' INK**, No. 10 Spruce  
 St., New York.

**PRESSMAN WANTED**—A live, up-to-date man  
 who knows how to do first-class printing  
 and who is capable of handling help and manag-  
 ing. Must be of good habits and enterprising.  
 One acquainted with electrical machinery pre-  
 ferred. Attractive and permanent position for  
 man of good standing. Address "PRESSMAN,"  
 care Printers' Ink.

**WANTED**—Every advertisement writer to se-  
 cure a copy of our book of ready-made  
 advertisements. A veritable mine of sugges-  
 tions and catchy phrases. Contains over five  
 hundred examples of effective ads. Invaluable  
 as a thought stimulator for advertisement writ-  
 ers. Sent postpaid on receipt of price, \$1. Ad-  
 dress **GEORGE F. ROWELL & CO.**, 10 Spruce St.,  
 New York.

## CAPS.

**DANBURY HAT CO., N. Y.**  
Caps quick—any ad embroidered on.

## ADDRESSES.

**1,000** SELECTED names, choice list, any class,  
\$4. COL. ADVERTISER, Denver, Col.

## UNIFORM CAPS.

**E**STIMATES and samples promptly furnished.  
**DANBURY HAT CO.,** 22 Desbrosses St., N. Y.

## FOLLOW-UP SYSTEMS.

**P**RI NTED matter telling all about them free.  
**THE SHAW-WALKER CO.,** Muskegon, Mich.

## TO LET.

**T**O LET—Three offices at No. 10 Spruce St.  
Rent, \$500, \$500, \$400, respectively. Apply  
to **GEO. P. ROWELL & CO.,** owners, on the  
premises.

## CALENDARS.

**M**OST artistic line of advertising calendars  
ever offered. Write for price list.  
**BASSETT & SUTPHIN,**  
45 Beekman St., New York City.

## MULTIPLATE PROCESS PRINTING.

**5,000** LETTER HEADS on a fine linen paper  
for \$8. Send for samples. Other good  
things just as cheap. **CLARK & ZUGALLA,**  
Printers and Paper Dealers, 88 Gold St., N. Y. City.

## COIN CARDS.

**K**ING COIN MAILERS, Beverly, Mass. Sam-  
ples free. \$1.00 per M in large lots.  
\$3 PER 1,000. Less for more; any printing.  
\$3 **THE COIN WRAPPER CO.,** Detroit, Mich.

## SUPPLIES.

**W**. D. WILSON PRINTING INK CO., Limited,  
azine cut inks than any other ink house in the  
trade.  
Special prices to cash buyers.

## PRINTERS' MACHINERY.

**WE BUY, SELL OR EXCHANGE**  
Printers' machinery, material and supplies.  
Type from all foundries.  
Estimates cheerfully furnished.  
Quality above price.  
**CONNER, FENDLER & CO., N. Y. City.**

## HALF-TONES.

**B**OOK and job half-tones. **THE STANDARD**  
**ENGRAVING CO.,** 61 Ann St., New York.

**H**ALF-TONES for newspapers, coarse screens,  
extra deep, single col., \$1; double, \$1.50  
Send the cash, we deliver. **GRANT ENGRAV-**  
**ING CO.,** 118-114 North 9th St., Philadelphia, Pa.

## MISCELLANEOUS.

**P**UBLISHERS' COMMERCIAL UNION; a credit  
agency covering all advertisers and agents;  
every publisher needs it. Details at Boyce Bldg.,  
Chicago, or Temple Court, New York.

**T**HE advertiser has facilities for furnishing  
information of all sorts obtainable from the  
Governmental Departments, and the service is  
rendered for a moderate compensation. Address  
**A. V. LEWIS,** 729 Eighteenth St., Washington, D. C.

## EXCHANGE.

**E**XCHANGE what you don't want for some-  
thing you do. If you have mail order names,  
stock cuts or something similar, and want to ex-  
change them for others, put an advertisement in  
**PRINTERS' INK.** There are probably many per-  
sons among the readers of this paper with whom  
you can effect a speedy and advantageous ex-  
change. The price for such advertisements is  
25 cents per line each insertion. Send along your  
advertisement.

## MAILING MACHINES.

**T**HE DICK MATCHLESS MAILER, lightest and  
quickest. Price \$12. **F. J. VALENTINE,**  
Mfr., 178 Vermont St., Buffalo, N. Y.

## RUBBER STAMPS.

**R**UBBER STAMPS—Send for complete cata-  
logue. Finest ever manufactured, at lowest  
prices. **F. C. WILLCOX, Mfr.,** Hamburg, N. J.

## STEREOTYPE OUTFITS.

**C**OLD Simplex stereotyping outfits, \$13.50 up.  
Two engraving methods, with material,  
\$2.50. Foot-power circular saw, all iron, \$27.  
**HENRY KAHR,** 340 E. 33d St., New York.

## PRINTERS' HELPS.

**A**NY PRINTER CAN LEARN how to make or-  
ders for bonds, certificates and diplomas,  
profitable part of his business, by writing to  
**ALBERT B. KING & CO.,** 105 William St., New  
York.

## ILLUSTRATORS AND ILLUSTRATIONS.

**75** C. NEWSPAPER HALF-TONES.  
Single col. 60 or 85 line newspaper half  
tones mounted, and delivered free when cash is  
sent with order. **KNOXVILLE ENGRAVING**  
**CO.,** Knoxville, Tenn.

## SITUATION WANTED.

**A**DVERTISING writer whose 15 years' expe-  
rience and practical training in illustrating,  
engraving and printing has made his advertising  
exceptionally effective, seeks position with one  
or two firms in Chicago or vicinity. Address  
'A 100,' Printers' Ink.

## PREMIUMS.

**R**ELIABLE goods are trade builders. Thou-  
sands of suggestive premiums suitable for  
publishers and others from the foremost man-  
ufacturing and wholesale dealers in jewelry and  
kindred lines. 500-page list price catalogue  
free. **S. F. MYERS CO.,** 45-50-52 Maiden Lane, N. Y.

**C**IRCULATION MANAGERS will find Murat Hal-  
stead's latest book, "The World On Fire," a  
very profitable premium for subscriptions. It is  
as good as his "Life of McKinley," of which over  
700,000 were sold in 90 days. It is a thrilling his-  
tory of the splendors and horrors of Martinique  
and St. Vincent, together with the volcanoes of  
old, and considers phenomena threatening the  
existence of the globe. Demand enormous. 500  
pages, 8x10. Nearly one hundred finest illustra-  
tions. Sample copy mailed for 62 cents. Special  
prices for quantities. Address  
**THE DOMINION COMPANY,**  
Department D, Chicago.

## BOOKS.

**D**EPARTMENT STORE DIRECTORY.  
\$1 postpaid. 253 Broadway, New York.  
**E**VERY advertising man, printer and clothier  
should have an illustrated book of cuts.  
Two-cent stamp **MEN'S WEAR,** 621 Broadway,  
New York.

**M**AKING A COUNTRY NEWSPAPER—Text-  
book for newspaper makers. Worth its  
weight in gold in practical instruction. Subjects  
treated: the man, field, plant, paper, news, head-  
ings, circulation, advertising, daily, law; how to  
make a newsier and better paying paper; how to  
get news, advertising, circulation. No book like  
it. Saves time, lessens worry, earns money. In-  
dorsed by leading newspaper men. Bound in  
cloth, \$1 postpaid. **THE DOMINION COMPANY,**  
334 Dearborn St., Chicago.

**R**EADY-MADE ADVERTISEMENTS. Messrs.  
**R. Geo. P. Rowell & Co.,** 10 Spruce St.,  
New York, send the *Caveat* a handsome 92-page book  
entitled "Ready-Made Advertisements." The  
book contains, besides other valuable informa-  
tion, examples and styles of advertising for al-  
most every business. For merchants and others  
who write their own advertisements this little  
work will be found invaluable. The price is only  
one dollar.—*Caxton Caveat.*  
The book will be sent to any address upon re-  
ceipt of one dollar. **GEO. P. ROWELL & CO.,** 10  
Spruce St., New York.

FOR SALE.

THE best city in North Carolina is Charlotte. THE NEWS reaches twice as many of its people as any other paper.

THE best county in North Carolina is Mecklenburg. THE TIMES-DEMOCRAT reaches twice as many of its people as any other paper.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MADE FROM SPIKE NAILS. Knives, forks, spoons, cigar box openers, etc. Best adv'g novelty, best seller at resorts. Samples, Pan-Am. Expo't souvenir, 15c. Booklet for asking. WICK HATHAWAY'S CONCERN, Box 100, Madison, O.

ADVERTISERS—The "TRIPLET" is a practical pocket advertisement of your business that will not wear out. It combines three very useful articles in one. Made of steel, weighs 1-8 ounce. Cost very moderate. Sample 10 cents. THE COATES CO., Uncasville, Conn.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. Sample copy 10 cents, New York City.

25 CENTS per inch per day; display advertising, flat rates. ENTERPRISE, Brockton, Mass.

40 WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 8,000.

POPULATION, city of Brockton, Mass., 40,063. The Brockton ENTERPRISE covers the city.

THE COLONIST, Victoria, B. C. Established 1858. Best advertising medium in British Columbia.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

REPUBLICAN and HERALD (Winona) has the largest circulation of any daily in Minnesota outside of the Twin Cities and Duluth. Covers Southeastern Minnesota thoroughly.

POLISH PRINTING or translating! We do it. There are over 125,000 Poles in Greater New York—we reach them. Polish weekly, TYGODNIK NOWOJORSKI, 90 E. 7th St., New York.

ADVERTISERS' GUIDE, Newmarket, N. J.—Circulation, 5,000. Mailed postpaid one year, 85c. Ad rate 10c. nonpareil line. Close 24th. A postal card request will bring sample.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

ADVERTISING in 100 or 1,400 weekly papers of the Central West. Send for 8-page booklet telling about them and containing other information. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

PEOPLE who want to reach Western readers with their business should consult the Billings (Mont.) TIMES. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

IS a community of intelligent, prosperous, money-in-the-bank farmers worth anything to you? This class can be reached through the Yazoo SENTINEL (the State's model paper). All home print, read each week by two thousand families in the richest cotton producing section of the South. Rates and facts gladly furnished by DEPT. F, the Yazoo SENTINEL, Yazoo City, Miss.

ADDRESSES FOR SALE.

CLEVELAND lists a specialty. Any quantity. U.S. MAILING & ADVG. CO., INC., Cleveland.

PRINTERS.

5,000 NOTEHEADS, 24. Good paper, good printing. Send copy and cash with order. JOHN FAWCETT, Printer, Delphi, Ind.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

A SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too. PRINTERS' INK PRESS, 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

GOOD advertising written, designed, placed. J. H. LARIMORE, Westerville, Ohio.

IF you sell goods at retail, ask our customers about our cuts and ads. THE ART LEAGUE, New York.

YOU want vigorous, common sense ads. Let me write and illustrate some for you. Write for samples. COMMON SENSE ADVERTISER, Saginaw, Mich.

AD CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

ANY MANUFACTURER OR WHOLESALER can profitably use my services in pushing his business. If he has always relied upon salesmen entirely, the chances are I can show him that much of the work could be better and less expensively done by advertising. If salesmen are absolutely necessary (as they are in many cases), I can show him how advertising would make their work easier and more profitable. I have been studying this question for the past eight years or more, and have put my ideas into successful practice.

EDMUND BARTLETT, 35 Murray St., New York City.

DO YOU USE SUCH? YOU SHOULD! Every communication that leaves your office should carry with it a brief reminder of your general business or of some one or more of your "Specialties." Such inclosures add nothing to postage, and if they be what they easily may be, are most potent "Salesmen." I make many such MAILING SLIPS and FOLDERS of small caliber and "high penetration," and I usually secure orders for them after having shown interested correspondents a lot that I have made for others. I make Catalogues, Booklets, Price Lists, Folders, Circulars, Mailing Cards and Slips, Newspaper and Magazine Advs., etc., etc. Sending for samples will cost you nothing and commit you to nothing, but postal cards will not be noticed by FRANKIS L. MAULE, 405 Sanson St., Philadelphia.

# WASHINGTON—AN IMPRIA

Twelve years a State. Has a population exceeding 600,000. *per capita* income is large; people have the money and a ready t

Mr. J. Pierpont Morgan is quoted as saying, on visit Tacoma vocation at San Francisco, where the choosing of a new top for metropolitan diocese of New York, I believe the greatest should because of its rapidly growing importance in population and health."

## WHERE WASHINGTON EXCELS

A Brief Index of Commercial and Industrial Activity During 1901.

Value of lumber and shingle cut, \$16,000,000.

Lumber cut, 975,000,000 feet.

Shingle cut, 5,000,000,000.

Cars lumber shipped East, 23,885 cars; increase, 5,825 cars.

Cars shingles shipped East, 29,561 cars; increase, 7,659 cars.

Lumber shipped out of state, foreign, coastwise and by rail, 922,356,158 feet; increase, 124,000,000 feet.

Wheat crop, 30,000,000 bushels; value, \$16,500,000.

Value of dairy products, \$2,000,000.

Value of fruit crop, \$6,000,000.

Value of fisheries products, \$7,700,000.

Coal mined, 3,000,000 tons; value, \$7,500,000.

# TACOMA—A MANUFACTURING ND

## WHY TACOMA IS PROSPEROUS

No other city of 55,000 people has such varied resources as shown by this exhibit of commerce and industry during 1901:

Wheat shipments, 10,663,115 bushels; flour exports, 813,455 barrels.

Total exports, \$22,904,877; increase, \$6,833,516.

Total imports, \$11,495,858; increase, \$3,200,710.

Jobbing trade, \$16,796,000; increase, \$1,465,033.

Bank clearings, \$60,190,741; increase, \$6,328,204.

Number new buildings erected, 668; cost, \$808,496.

Number churches, 83; public schools, 22; colleges, 6.

### GROWTH IN MANUFACTURING

	1901	1900	Increase.
No. industries .....	369	248	121
Capital invested .....	\$12,756,500	\$11,601,500	\$1,155,000
No. employes .....	6,922	5,730	1,192
Payroll (monthly) .....	\$ 372,340	\$ 283,285	\$ 89,055
Value output .....	\$19,642,500	\$15,785,500	\$3,857,000

For rates detailed  
informal address

**HENRY  
BRINT**

*Tribune Bldg.  
New York  
Boyes Bldg.  
Chicago*

# PRIAL COMMONWEALTH

6000. Increasing 50,000 yearly from immigration alone. The  
d already to buy.

sity Tacoma last winter, enroute home from the Episcopal con-  
v top for the Tacoma diocese was considered: "Next to the  
f e should be exercised in selecting a bishop for this diocese,  
undwealth."

## GROWTH IN MANUFACTURING

(From U. S. Census Reports.)

AR.	No. Est- ablish- ments.	Average No. Em- ployes.	Wages.	Cost of Ma- terials Used.	Value of Products.
18...	1,543	20,366	\$12,658,614	\$19,917,057	\$41,768,022
19....	3,630	33,762	19,097,473	49,114,804	86,779,072

## ND COMMERCIAL METROPOLIS

### THE TACOMA EVENING NEWS

Has full Associated Press leased wire service.

Leads competitors in local features and high-class illus-  
trations.

Known throughout Washington as "The People's Paper."

Sworn average DAILY CIRCULATION for the nine  
months ending May 31, 1902—

**13,462**

Sworn average WEEKLY CIRCULATION for the nine  
months ending May 31, 1902—

**5,431**

THE EVENING NEWS goes into over seven-eighths of  
the homes of Tacoma and a majority of the best homes of  
Southern and Southwestern Washington.

Advertising contracts subject to the guarantee of a larger  
circulation in Tacoma and Southwestern Washington than the  
combined circulation of all other dailies printed and circulated  
in this field.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

### ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, AUGUST 13, 1902.

THERE is a certain degree of individuality in all good advertising that eludes the grasp of imitators.

EXPERIENCE is an expensive teacher for those who experiment in advertising. It is far better to pay for the advice of an expert who can tell you how to profit by the experience of other advertisers.

THE grammar of many adwriters has need to be improved. Word pyrotechnics, bombastic adjectives and concentrated emphasis with vulgar slang do not conceal gross errors in the formation of sentences.

LESS art and more common sense would improve much some of the present-day advertising. Common sense ought to be a common inheritance of all mankind, while the artistic taste is a cultivated possession of the few.

IT is most natural that a man should avoid publicity in all things relating to his private life. But the merchant who seeks the same privacy in his business affairs is sure to go to the wall. Publicity is the genius of success in business.

FEWER people are taken in by fraudulent advertisements than formerly, for the reason that it is difficult to develop new schemes, and the old ones are readily discerned, however great the effort to disguise them. The ass may put on the skin of the lion, but the ears will crop through, and the voice will betray.

MERCHANTS place new goods on counters, or upon shelves, or in show windows, and all for the purpose of giving them publicity. At the best these are seen only by those who pass by the store, or by those who enter it. Newspaper publicity places the goods in distant households, on the street cars, in offices, hotels, and everywhere that reading people are to be found.

ADVERTISERS have a right to demand of the printer that he shall employ his best skill in giving to their advertisements the best possible effect. There is no excuse in setting advertisements in a slovenly manner. Too many well written advertisements are robbed of their effectiveness through the fault of the printer—his unskillfulness, or indifference, or utter lack of taste.

"BE instant in season and out of season" is a motto worthy of any man who advertises. In the dull season one who has things to sell has need of all the trade he can get. He may deem it prudent to cut down his space somewhat, but if he be wise, he will not let his advertisements disappear altogether. Like the sun, the advertisement should be seen every day in the year.

PEDANTRY in advertising is not a thing to be desired. All who read are not scholars, and not every one has at hand a dictionary to search out unknown words, even if they had inclination to enlarge their vocabularies through the aid of ads. Classical allusions are well enough in essays of the highest class, but they fall flat with the great majority of readers of advertisements.

THERE is no denying the effectiveness of good illustrations in advertisements. But in order to be really good for the advertiser, it must be singularly appropriate to the text, or strikingly inappropriate and unsuggestive, as the boy and the geese in Omega Oil. In the latter instances the efficiency of the illustrations depends upon its quality of keeping the reader guessing as to its meaning.

REPUTATION rests on the bed-rock of honest dealing.

To insure constant growth the advertising appropriation should keep pace with the increase in the business.

THE painful sameness of "readers," both in their text and type, causes experienced newspaper readers to dodge them but too frequently.

THE adwriter need not be funereal, but he has no right to imagine himself a mountebank. Appeals to a common sense public should be made in a common sense way, and be altogether free from "eccentricities of expression."

THE PRINTERS' INK 1902 ad contest, now in its thirty-second week, will be closed with the first issue in October. The last day of entries is September 24, 1902, therefore ambitious adsmiths have six weeks more in which they may make an attempt to capture the awards.

THE question of cost is by no means the most important factor in advertising. The main question is, what will the investment pay? It should not be so much a matter as to advertising rates, but, rather, what are the "pulling" qualities of the paper in which it is proposed to advertise.

NEVER as now was there such hustling for advertising by newspapers, magazines and periodicals generally. It is not that men have need to be educated as to the duty of advertising, but it is that the individual publisher seeks to impress upon the advertiser the claim of his paper to a share of the money he expects to expend.

THERE are enough correspondence schools of advertising now running to turn out thousands of graduates every month, but notwithstanding the mills grind fast, the product is small—of really good adwriters. This does not speak at all favorably for the large number of schools, a great many of which could be more truthfully styled grafting institutions.—*The Mail Order Journal for August, 1902.*

VERSATILITY is the vital faculty of the able adwriter.

It is not true that what man has done man can do, if the proverb means that any man may do what any other man has done. There are men who can write most effective advertising, and there are other men who try to do the same thing and fail so utterly that the man who uses their stuff throws away his money. "One star differs from another star in glory" and the same is just as true of adwriters.

THERE are adwriters who mistake solemnity for earnestness, and others who are afraid to be earnest lest they be accused of solemnity. The first are so grave as to suggest funeral sermons, and the latter so facetious as to be giddy. The earnest style in advertisement writing is very effective when properly understood. Earnestness carries conviction, for the reason that the writer conveys the impression that he believes thoroughly what he writes.

THE blotter has become very popular with certain classes of advertisers. Those who wish to reach offices and counting rooms say they find them very helpful. Some of the designs are very clever. Those adopting this form might find it more efficient if they covered less territory, or invested more in blotters. Instead of leaving two or three in an office, they should give it enough to last for some time, so as to keep the man and his business ever in mind of those having use for the blotters.

A CORRESPONDENT writes: "Regular physicians by refusing to profit by publicity have left the field to charlatans. This is altogether illogical. It would seem that the work of the physician being for the betterment of human kind, should be made known everywhere. There is greatest divergence in the talents, natural and acquired, of medical men, and there be many who would prefer to secure the best attainable. There should be some way by which physicians could reconcile publicity with their consciences."

MISTAKES in advertising are the most expensive mistakes a merchant can make.

It is fairly safe to judge men by the papers for which they subscribe. Good papers attract good readers. Advertisers should bear this fact in mind. When they use high-class newspapers they should see to it that the text of their advertisements comports with the dignity and merit of the papers so used.

THE Little Schoolmaster has received from Giles & Company, Buffalo, a sample of the transparency signs which that firm manufactures. It was made for one of the largest medical concerns in this country and is intended for drug stores. The upper half of the picture contains advertising matter for the store while the lower half advertises a proprietary article. The film like poster is done in well blended colors and looks very artistic. The manner of fastening it to show windows is easy.

THE postoffice department has called a halt and revoked the recent order which was to go in effect August 1st, providing for the redemption of uncanceled postal cards, pending the decision of the attorney general as to the legality of such a course. The order is held up because some one called the attention of the postmaster-general to that clause in the law which reads: "No postmaster shall sell or dispose of stamps in any manner except for cash, under penalty of a fine or imprisonment."

NUMEROUS inquiries have been received regarding Arlo Bates' "Talks on Writing English," which have repeatedly been recommended in *PRINTERS' INK* as profitable books for adwriters of every degree of proficiency and experience. Mr. Bates' "Talks" are published in two volumes by Houghton, Mifflin & Co., of Boston, and can be obtained either of local book-sellers or the publishers. The first series of "Talks" is best for novices, but both volumes are so full of sensible, practical advice that every adwriter ought to own them.

SHOP window advertising is oftentimes a most effectual mode of publicity, but the value of it often is lost through showing goods that attract the lounge rather than the buyer. Idlers repel busy men and women, who are inclined to pass doors access to which is fairly blocked by those who have nothing to do but loiter along the streets.

ADVERTISING is educational in more senses than one. It is not only that by means of it one expects to get his share of the business that is going. That he should do this, goes without saying. But he has failed of the object of advertising if he does not educate people to appreciation of new luxuries and comforts. New things, new goods, new inventions, have to be pushed and in this way the volume of general business is thereby increased.

NEWSPAPERS make the strongest sort of pleas for advertising, and their arguments in favor of their necessity to success in business are positively unassailable. Yet with an inconsistency which is inexplicable, the newspapers take but a very small share of their own medicine. They profit more than any other class through publicity, and they are sincere in their preaching of the gospel of publicity, but, for some reason which they do not give, because probably they have none, they decline to practice what they preach so zealously.

It has been said by some that perhaps advertising has gone too far. Its emblazonry and bulk might well be reduced. But is this really so? I do not think so, except where it goes to impudent forms and lengths over the landscape, or where it rudely offends, and is, in some instances, blatant and coarse. I think one of the most interesting features in our prominent magazines and periodicals to-day is their voluminous pages of publicity. They, in fact, furnish both news and entertainment, as well as valuable information for those who wish the best things and the largest variety of them.—*Joel Benton.*

"LEST we be forgotten" is an excellent motto for men in trade. It suggests the duty of persistence in advertising. The memory of the public is very short.

ADVERTISERS are judged by their advertisements. Women do very much of the buying nowadays, and they object most seriously to vulgarity, whether spoken or written in words. When advertisements are filled with slang and low familiarities they conclude naturally that the stores so exploited have employees equally low and vulgar.

THE New York Times has acquired the triangle bounded by Broadway, West Forty-second street and Seventh avenue, and will at once begin the erection thereon of a large modern steel construction building primarily for its own use. It is expected that the building will be ready for occupancy early in 1904. In the nearly fifty-one years of its existence the New York Times has thus far occupied four different buildings on three sites. The first of these, in 1851, was at 113 Nassau street. The second was at the northeast corner of Nassau and Beekman streets. The third was the one whereon the newspaper is now published. Two buildings in succession have been erected on the present site, the first in 1857 and the second in 1888.

THE Country Merchant, a business weekly published at Lincoln, Neb., prints the following unique notices at the head of its editorial page:

Entered at the Lincoln, Neb., post-office for transmission as second-class mail matter but permit revoked and cancelled by order of the Third Assistant Postmaster-General Edwin C. Madden, who ignores the Declaration of Independence and in his official capacity usurps the freedom allowed by the Constitution of the United States. This publication will continue and paid-up subscribers will continue to receive the paper as heretofore. Please report promptly any delay or irregularity in delivery.

Should you fail to see in these columns the advertisement of any manufacturing or wholesale firm you suppose to be doing business in Lincoln, do not infer that the firm has gone out of business, but merely that they do not want readers of this paper to know anything about their business, or be bothered with your business.

ADVERTISING is not everything of a business. There must be something to offer, and the offer must seem to be advantageous to the would-be buyer. The advertisement persuades; but the goods themselves must do the final and effective work.

LET the name of your commodity be short and simple and easy to memorize. And avoid spread eagles. A minstrel troupe is no larger for being called "an aggregation of Ethiopian troubadours." Too many advertised articles are weighed down by ridiculous or bombastic names. They have the grill room habit in Detroit, Mich., for example, and half the restaurants in that city have adopted the new title. So long as it appears in small letters upon the windows of high-grade places it is appropriate, but when it reaches the cheap lunch rooms and is degraded to "Joe's Palace Cafe and Bon Ton Grill Room" it is simply preposterous. Names should always be cut to fit the business or commodity. When the business is fitted to the name it is likely to be a woe-ful misfit.

THE Massachusetts Legislature having framed a law providing for the punishment of those guilty of making fraudulent representations in their advertisements, has opened a way for such an increase of business for the courts and lawyers as to set the latter fairly wild with delight and the former mad with consciousness of inability to perform the added tasks. Every citizen of the Old Bay State who imagines himself swindled by an advertiser may file information with the prosecutors. The duty of the latter would seem to be to search diligently the ad columns of all of the newspapers and cause trial to be had of the truth contained in each and every advertisement. The need for such a law is not apparent. The newspapers are hastening towards a day when the fraud fellow can get no space, and the publishers can shut them out far more effectually than all of the law officers of the country combined.—*Printers' Ink*, July 20, 1902.

As a rule, the more vicious fool legislation, the more praiseworthy is its purported object. If the law in question had been entitled an "Act to Annoy merchants and promote the Revenues of Shyster Lawyers," it would more nearly accord with its true character.—*Troy, N. Y., Daily Press*, July 31, 1902.

## AMERICAN ADVERTISING IN ENGLAND.

The writer, after about sixteen years' advertising experience in the States, came to England some three years since, believing that the time was ripe for a more general introduction of American methods and style than had hitherto obtained in the old country. Those three years spent in the service of one of the largest and probably the best advertising agent in England, have confirmed that impression in the main, but modified it considerably in many respects. The conclusions arrived at may not be without interest to the readers of **PRINTERS' INK**, and especially to those who contemplate a campaign of advertising in England with a view to the introduction of their goods in the English market.

Many, I might almost say all, American advertisers seem to be under the impression that the methods that have proven successful in America can be adopted with equal success in England. There are many reasons why this, without modification, is impossible, and some of these I propose to point out.

In the first place while there is undoubtedly the friendliest feeling here towards the United States and their people, there is none the less a very strong undercurrent, especially just now, in favor of fostering home industries. This does not prevent the Englishman from buying where he can do so to the best advantage, but it makes undesirable the pushing too much to the front the fact that the article is of American production, particularly if it competes directly with articles made in this country. The use of American idioms; American spelling; pictures typically American, such as soldiers, policemen and firemen in American uniform; American terms, such as candy, stores, carloads, dollars and cents, either not understood or understood in a different sense here; American testimonials all tend to emphasize the foreign character of the article or to lose part of the advertising force by confusing the reader as to what is meant.

There is moreover a subtle

humor and playful exaggeration in American speech and writing that does not appeal to the average Englishman. A recent soap advertisement said that "other soaps were not worth a farthing a ton" in comparison. The Britisher, ignoring the point intended, simply pronounces the statement a lie, and is apt to lose all confidence in every other claim made by that advertiser. He takes advertising, as everything else, seriously, is open to conviction, ready to hear argument, is "not the first by whom the new is tried nor yet the last to turn the old aside," and if you can convince him that your article is right, he is ready to buy it and to try it. That there is room for improvement in the old stereotyped form of English advertising goes without saying. That there is a very great deal to be learnt from American advertising is universally admitted; but those who are, and will be, most successful will be those who know how to modify the American style to suit English idiosyncrasies.

The first point I make, therefore, is that a purely American style of copy is not suitable for English advertising and has to be somewhat modified.

Then as to typesetting and display. In the leading London dailies, and in many of the best Provincials, there are very strict limitations as to the type allowed and the manner in which it can be displayed. No other type than that used by the paper is permitted; cuts of any kind are not allowed under any circumstances, nor can the advertiser furnish his own type or complete stereotypes. Borders are not tolerated. In others where cuts are taken, the cost is increased usually fifty per cent, and this additional rate is charged if even a stereo of the advertiser's type is furnished without illustration. And this is not all. Instead of the papers having a practically uniform width of 13 em columns as in the States, they vary by every sixteenth of an inch from  $2\frac{1}{8}$  inches to  $2\frac{1}{2}$  inches; so that where complete stereotypes are furnished at least half a dozen different widths are necessary to make anything like a decent adjustment to the space.

And even in those cases where cuts are allowed at the higher rate, each paper has its own idea of how much "black" may be permitted; this entirely irrespective of what the paper is able to print, which is generally limited to very open cuts, so that American matrices, electros and stereos are of very little use unless it is understood that their use is confined to comparatively few papers and those usually of the least influence and poorest circulation; that they have to be adapted to a dozen widths of columns; and modified to suit the whims of a dozen different classes of papers. To say that the advertisement shall only be inserted in such papers as agree to the advertiser's conditions is to cut off some of the very best advertising mediums in the country.

The selection of papers requires more careful consideration in this country than in America on account of the more pronounced class distinctions. The *Times* and *Morning Post*, for instance, appeal to the wealthiest classes almost entirely, and for articles bought by such are unsurpassed as advertising mediums, notwithstanding their comparatively high rates in proportion to circulation. There is no paper here to correspond to the *Ladies' Home Journal* and the English magazines do not begin to have the circulation of their American contemporaries. On the other hand the illustrated weeklies, such as the *Sphere*, *Illustrated London News* and *Graphic* and the illustrated ladies' weekly papers, of which there are at least a dozen, have a position here occupied by no class of papers in the States.

The popular halfpenny London morning papers are found in many of the large English towns in time for breakfast and have a larger circulation outside London than the New York papers have outside Manhattan Island. London itself, with its population of seven millions within a radius of twenty miles built closely together, is a country of itself requiring considerable experience to successfully cover by advertising. It requires peculiar and local experience to know how to successfully cover this great field at the lowest cost.

An American advertiser on the English market can adopt one of three plans to place his advertising. He can leave his appropriation in the hands of his selling agents. This is probably the most expensive plan. The distributor of goods knows nothing of rates, less of preparing advertisements, and very little of the best papers for the purpose. The papers most anxious for business—and they are usually the ones to be left alone—may allow him a commission, and are perhaps most likely to be selected on that account. Or the advertiser may conduct his advertising direct from his London office, with a man in charge for that purpose. This means an expensive man—if he is a good man expensive in salary—if he is a poor man expensive in waste. It means a staff of clerks checking vouchers for positions and size of space, adapting copy to the various papers, and attending to the thousand and one details necessary if the advertising is done on anything like a large or general scale.

Or he can adopt the plan of practically all the largest and most successful English advertisers and employ an agent. Of course much depends on the agent employed. In the first place the agent really costs the advertiser nothing. He gets his remuneration from the commission received from the papers. This commission cannot be saved for the direct advertiser, for the best papers will only allow it to responsible agents. Care must be taken that the agent is not influenced by papers in which he is financially interested, or by publications for which he acts as advertising agent. The temptation to give business to papers that give the largest commission must also be guarded against. One agent, representing some of the best American as well as English advertisers, makes it a point that he does not act for any papers save only in placing his own client's advertisements. The agent saves the expense of the advertising manager and the staff of clerks necessary. In fact he is the advertising manager. He has learnt by experience the best methods to adopt for introducing and selling any particular article; the volume

of business he does enables him to secure the best positions and the lowest rates.

As already intimated this is the plan adopted by most of the large English advertisers. Bovril, on which must be spent close on half a million dollars a year, did their own business for ten years but have for some years done it through Mr. S. H. Benson, who acts not only as their advertising agent but as their advertising manager. Rowntree's Cocoa, Fels-Naphtha Soap, Colman's Mustard & Starch, Edward's Desiccated Soup, Ivory Soap and "Force" all do their business through the same channel, Ogden's through Mather & Crowther, Cadbury's through T. B. Browne.

In short the American manufacturer introducing his goods or developing his trade in the English market will do well to secure the services of a competent and reliable agent, one who knows how to, and in practice does, apply the best of American ideas to English requirements.

There are as striking examples of successful advertising in England as in America. Fels-Naphtha, as one illustration of the possibilities of American success in England, has in twelve months completely dominated the English market, and is now found in every grocer's store in England.

WM. H. BEABLE.

#### DOWIE KNOWS THE VALUE OF THE FESTIVE PRESS NOTICE.

It must strike the unbiased observer as remarkable that John Alexander Dowie, coming to Chicago from the other side of the world an unknown man in 1890, was able five years later to wage a successful war upon a city of two millions of very excited people at a cost of \$20,000, without interfering with his real work in life. As a matter of fact, the fight left him stronger than before. It advertised him broadcast, and brought him letters from unknown sympathizers all over the country. It was through such experiences as this that Dowie has learned a lesson he has made much use of—the value of advertising. He believes in fighting the battle of the Lord with modern weapons, and he gives the greatest possible publicity to everything which concerns the Zion. In fact, he even welcomes the constant riots which proclaim the advent of Zion into new fields, because they advertise its coming more thoroughly than anything else can.—*Leslie's Monthly*.

#### ADVERTISING DENVER.

The Real Estate Exchange has done a good thing in providing means by which Denver may be advertised through the leading Eastern newspapers. This will be done through the preparation of articles for publication, showing the foundations of Denver's greatness and the ground upon which its people believe it will become one of the great cities of the United States.

There is no better way to advertise the city, and articles about Denver must more or less involve a description of the State and its resources. A man cannot write about Denver without telling something about the country from which it draws its strength and to which it looks for trade.

In this matter the Real Estate Exchange has adopted the policy followed a number of years ago when through the enterprise of certain Denver men of means, a fund was obtained from which the expense of preparing and publishing a similar series of articles and letters was met. It is believed that those articles did Denver a great deal of good and were read by persons whose knowledge of this city and its surroundings was thereby increased. Similar letters published at this time will attract still wider attention, because the city and State are better known and a larger number of people are interested in them.—*Denver Republican*.

NEVER insist upon forcing goods on the person who has already declined to purchase what you have shown—show something else.—*The Advisor*.

MANY different things (all of them mighty expensive) contribute towards keeping up the present high standard of the

## Muncie (IND.) STAR

The STAR does at least one thing that is not done by any other Indiana or Indianapolis newspaper: It receives and publishes the full leased wire Associated Press Telegraph service; also the full Publishers' Pressservice, supplemented by an exclusive State telegraphic service of its own. Every modern equipment necessary to the publication of a metropolitan newspaper is made use of by the STAR, including a complete engraving department, a department maintained by but one other daily newspaper in Indiana. The actual daily average paid circulation for the STAR in the month of June was 20,546.

## A PAGE OF SUGGESTIONS FOR JEWELERS.

For the housewife, the gift should be decorative and useful as well. Nothing more acceptable than table ware. Our stock offers a hundred suggestions—in silver and fine plate and in cut glass.

We don't urge you to buy expensive gifts. We have hosts of exquisite things that are within range of modest incomes—pins, rings, watches even, and pretty silver novelties by the score.

We are displaying hundreds of pretty and useful gifts in sterling silver that none need be ashamed to give and that all will be glad to receive—though the cost be slight.

The pleasure of owning a precious stone is scarcely greater than the pleasure of giving one. Let us help you to select a stone worthy for a gift. We have all kinds in all kinds of settings.

Our show cases glisten with hundreds of gift suggestions in the way of gold jewelry for man and maid. Scarf and stick pins, brooches, rings, etc., in an infinite variety of rich and beautiful designs.

The more customers we have the better we can do for all. For that reason we do our best to serve all classes, whether they are blessed with big purses or modest ones.

We can sell you a watch at a moderate price that will keep good time indefinitely—or you can have as fine and handsome a watch as you wish and still not empty your purse.

There is no watch for every day use like a good American one. The best makes of American watches are here and priced very reasonably indeed.

No one need depend on the town clock when such good watches may be had at our prices. The best movements made, in cases as expensive or as inexpensive as you wish.

There are styles in watches as well as in clothes. The latest styles in women's watches are here, including some beautiful and dainty chatelaine watches, handsomely enameled or engraved—some set with precious stones.

The man who misses a train because his watch is slow or because he has none, should make the acquaintance of our watch stock at once. We guarantee even the lowest priced to keep the right time.

There are few men, women or boys who don't long for a watch or want a better one than they have. All sorts are here, from a good moderate price time-piece to the finest gold one.

Yankee wit and thoroughness have produced the best moderate-priced watches in the world. Our stock combines the best made in America. We've the finest foreign-made watches, too, if you prefer one.

The best watch for your money—whatever the size of your purse—may be found right here. Such a variety of reliable timepieces is not often gathered in one stock.

Time keepers that may be depended on for all time—both for the mantel and the pocket. No one who wants a good watch or clock can fail to be suited.

The range of our stock of jewelry is wide enough to satisfy everyone. If you want a diamond brooch or a plain gold ring it's here. And price as well as quality is right.

Every gem or piece of jewelry you buy of us is guaranteed. We stand back of every sale. Just now we've an unusually fine assortment of rings—marquise, solitaire, clusters, gypsy, etc.

Things of beauty that appeal to women especially are displayed in our window this week. All women who are interested in jewelry and all men who are interested in women should see them.

It is generally conceded that we have the largest stock and the handsomest assortment of rings to be found anywhere in town. Any taste may be suited, and fancy pleased.

We know jewelry as a grocer knows flour. This knowledge enables us to buy right and guarantees right prices to you. We invite comparison of our stock and prices with others.

Diamonds for all who admire them—and who doesn't? Perfectly cut and exquisitely set in pins, rings, earrings, brooches, etc. Single stones and clusters, and combined with other gems. No trouble to show them.

We sell only the best silver plate, but that is the cheapest for it lasts longest. We have an exceptionally good variety of very handsome and very serviceable ware at very moderate prices indeed.

A very little comparison of qualities, assortments and prices will serve to show you that this is the place to buy silverware. Every piece in our stock is handsome, correct and dependable.

We will examine your eyes without charge—tell you just what you need and supply you with the best glasses that can be had. We fill oculists' prescriptions with absolute accuracy.

Neither age nor youth is exempt from eye troubles and defective vision. If there is any suspicion of trouble with your eyes, we'll examine them free and furnish the right glasses at the right price.

If there's anything the matter with your eyes, go to the man who has made eyes a special study. Our expert optician knows all about visual defects and the proper means for their correction.

Wise people realize that the proper fitting of glasses should never be guessed at. We have a skilled optician who is competent to examine your eyes and supply the needful glasses.

Gift giving is always a pleasure but choosing gifts is often perplexing. However, we've a multitude of beautiful and reasonably priced gifts that make the choosing easy and pleasurable.

—Simmons Co-Op. Adv. Policy.

## THE THREE STREET LAMPS.

The quaint illustrated ads of Hackett, Carhart & Co., the New York clothiers and furnishers, have

**The Place To-Day.**

Seashore or Country—Remember all easy stylish suits, made up broad shouldered, correct trousers, will comfort you.

Our Shirts at \$12.50 every dozen.  
Carhart's del's. checked shirts. Stock or half lined. \$12.50 a dozen.  
Popular Flannels and Wool Crash Coats and Trousers. \$12.50 a set.

Woolen sweaters \$1 to \$12.50. \$12.50 a pair.  
Woolen sweaters \$1 to \$12.50. \$12.50 a pair.  
Woolen sweaters \$1 to \$12.50. \$12.50 a pair.

**Hackett, Carhart & Co.**

Three BROADWAY STORES: 841 842 843  
Cor. 14th St. Cor. Canal St. Cor. Canal St. New Chambers St.

long been familiar to the readers of metropolitan newspapers. They average eighty lines, double column, and have been the source of attraction and amusement for more than a year and a half. They were suggested by a gentleman who was preparing the ads for the firm a year and a half ago and were first tried as an experiment, as it was not thought that they would be much of a success.

However, they made an instantaneous hit and have been sustained ever since, they being changed six times a week. This firm does not advertise in the Sunday papers but uses five morning and three evening New York papers. In a conversation with Mr. Colfax, manager of the Canal street store, he said to a PRINTERS' INK representative:

"We have been advertising in the city papers for many years, trying all styl both with and without illustrations. The same artist we had a dozen or more years ago we have to-day and you may see by his work that he is very clever in producing strongly the essential point to be made by a picture. He is exceptionally good at bold outline and has the happiest conception of faces and expressions. I won't tell his name, but for many years he has drawn the illustrations for Pearline as well as for us and some other firms.

"The crude idea of the three street lamps was given to him when in its infancy and he has improved upon it. Certainly those odd illustrations have occasioned much talk

but I am not prepared to say that they have added much to our business. That is a hard thing to prove in a business like ours. This is the original Hackett, Carhart store familiar to New Yorkers of the last generation. It has always been a well advertised store, for the reason that we believe in advertising as a trade bringer.

"When we opened our downtown store opposite the city hall eight years ago, this store felt the blow. You know when you have one store it is the center of your trade. When you open another—even at a short distance, the old store is bound to lose a portion of its trade, because some customers will find the new store handier, and, being the same concern, they have no compunction or fear about making a change, as they will be just as well treated. Well, for a time we felt the loss of some of our trade, which the lower Broadway store had gained, but in a couple of years we had made this up to normal by the new additions in the way of steady customers. But five years ago we opened a third store at the corner of Broadway and 13th st., and lo, away goes another part of our trade! Three different stores with practically the same old advertising service. Something had to be done. Well we have always believed that, steadily advertising as we do, we could get as much good out of eighty lines as we could out of eight hundred used only occasionally, so, instead of increasing the space we cast about for a new idea as to the arrangement of the ad, and this one of us-

**"Warm Enough For You?"**

That'll be the talk—soon. Don't wait. Get ready now. Here for all good, thin wear.

THIN SUIT HEADQUARTERS—every one a gem of style and tailoring, from our latest comfortable yet shapely \$10, \$12 & \$14 Coats and Trousers to the permanent must wardrobe lined or half-lined light-weight \$12 suit.

For a cool heat. Top off with one of our \$1 to \$2 Shirts or reliable Panama \$2 to \$10. This Shirts by the 1,000 in a line of correct styles. Thin Underwear, Neckwear, Socks, Night-wear, Bathing Suits, Etc.

Also a line of our famous \$10.00 to \$15.00 suits, in all colors, black, white, navy, cardinal, grey of mode, etc. etc. a pair \$1.50.

**Hackett, Carhart & Co.**

Three BROADWAY STORES: 841 842 843  
Cor. 14th St. Cor. Canal St. Cor. Canal St. New Chambers St.

ing the street lamps, with the three different addresses printed thereon, was submitted to us. At first the lamps were used in a row—just lamps without any figures. Then

they began to assume life and appeared as the heads of men, with figures in different attitudes, and in all kinds of conditions. The idea seemed to catch on. Our



### The "Last Straw,"

Yes!—The last of our braids, brims and crowns—Men's and Boys', \$1 to \$3. Panamas to be proud of \$5 to \$18.

Taken Broadway by Storm—these formerly indolent Lounge Coats and Trousers, of thin stylish flannels, West Coats and Flannels in latest patterns, \$10, \$12, \$14.

Don't Be Caught in another rut—get out without the steady crowd—\$15 to \$25.

Always First in Summer Wear Fur—clothing of every kind—most to see at the right cost.

**Hackett Carhart & Co.**

311 Broadway Street | Cor. 13th St. | Cor. Canal St. | Near Chambers St.

friends dropped in to tell us that they thought the ads were 'simply great' and that we had struck the idea of our lives. We are not so sure about that. The idea begins to pall, it is old now and does not interest the public as it did at first. Moreover, we fear our artist and idea man are played out for subjects—one tires of thinking in the same rut, you know, and it gets monotonous when ideas don't hit us as fast or as often as we think they should. It is likely that we might have had the same steady increase in trade in our three stores even if we had never used the lamp idea, but nevertheless I am inclined to give it some credit. It was certainly an oddity in its inception and created a lot of talk even in the trade journals, many of which used to reproduce the advertisements right along.

"No, I don't think you will see much more of the street lamps in our ads. Mr. W. H. H. Hull of the Tribune Building places all our ads and he begins to think that it might be policy to make a change."

### NO USE.

Richmond—How about that new health food you invented? Is it on the market yet?

Bronxborough—No, I've given it up. I find that all the good names have been used.

PEOPLE will inquire for goods mentioned in a well-written advertisement, but to receive permanent benefit the advertiser must back up his statements with a meritorious article. Therefore continued advertising demonstrates that the article mentioned possesses merit; otherwise, the advertising would fail.—*Progressive Advertiser.*

### THE WOMAN BEHIND THE ORDER.

The man who writes an advertisement is usually wrapped up in two things: First, himself; second, the article to be advertised. His enthusiasm is sometimes misdirected. Instead of trying to impress himself and his business upon a prospective customer, he should endeavor to develop in that person a longing for what is advertised. Enthusiasm is what sells goods and it should not be discouraged, but an eye should always be kept on the woman at the other end of the line. Nine-tenths of advertising is directed to women, and so they may be taken as a subject for an article on advertising writing.

Women are intuitive. They jump at conclusions where men only hobble. A woman's mind is like a camera—it takes in everything. A man's mind is more like a painter's canvass—it takes in the grand landscape, but leaves out the beggar by the roadside. So a woman reads an advertisement and takes in the situation at a glance. You can fool her once in a while, but not all the time. She scents a bargain from afar, and it is not hard for her to tell whether it is genuine or not. An offer of something for nothing is the dessert for a bargain hunter and a prize offer is to a woman what honey is to a bee.—*The Advertising World.*

WHERE articles are well known to the public, sales are more easily made and satisfaction more easily assured to the purchaser.—*Progressive Advertiser.*

## FOR SALE

or on Royalty

AN OLD ESTABLISHED

# Electric Belt Plant

with Rights, Good Will, etc.

The only Electric Belt indorsed by medical and scientific celebrities of Europe and America.

The only Electric Belt manufactured by secret mechanical processes, insuring a practical monopoly in scientifically constructed Electric Appliances.

Elaborate literature which can be strengthened—modernized.

These exclusive advantages and up-to-date methods will prevail.

A rare opportunity for the right person or company with ample capital.

Address "PIONEER," care Printers' Ink.

## THE MAN ON THE ROAD.

The man on the road is in business for himself, just as much as any stockholder in the firm he represents. His trade is distinctly his: his customers wait for his visit, buy on his recommendation, and mail their orders to him. If he changes houses, his patrons follow him. His salary is based on the volume of business, as is the profit of any manufacturer or merchant.

He is in business for himself without the investment of cash capital. Any young man who can sell goods can get into business for himself.

The newsboy, the clerk, or the farmer must not wait for some manufacturer to send for him to fill a five-thousand-dollar position. Such dilatory evidence is not a mark of salesmanship. Neither should either expect voluntary promotion, but must advance himself by a show of persistence for the place he wants.

After a few years' experience as a drug clerk, I wanted to try the road. I applied to the head of a wholesale drug house, saying that I was willing to commence at any job and work up.

"Where do you want to work up to?" asked the manager.

"Well, sir, I want to go on the road."

"Then be careful where you begin to work up from, and get as near as you can to the place you want," he said.

"Down stairs, we have a man that began as a boy, over thirty years ago,

washing bottles. He became such an expert bottle-washer that we could not afford to advance him, because we did not know how we could replace him."

"Suppose," said I, "he had demanded a better place, on the ground of faithfulness to duty."

"But he did not, and there is where he probably failed to advance himself. He's too old,—washing bottles is all he's good for now."

The foregoing narrative is true, which may account for its variation from some of the story-book episodes.

A young man, to get on the road, must know where to draw the line in obedience, and when to quit washing bottles.

Every issue of smoke from every factory says: "We are making goods to be sold." Every boat and railroad engine says: "We are hauling goods to be sold." In every publication, thousands are calling: "We have goods to be sold." New inventions daily proclaim: "Improved goods to be sold." The masses are crying: "We want the goods that are to be sold." Then what? Why! there is always room for a medium between those who buy and those who sell. The firm, however, that employs a salesman must know that he is that medium, and he must be willing to prove that he is, by going out for a week's trial without salary, at his own expense, if necessary. There is room for men that can build, command and hold trade.—*Success.*



## IN THE EYE OF ALL NEW YORK

FOR FOUR WEEKS IT HAS BEEN REPORTED BY THE BOOK-STORES AS THE BEST SELLING NOVEL IN GREATER NEW YORK.

"If 'The Mississippi Bubble' is not the greatest romance that has been written in the last five years, at least there is none that deserves to rank above it. The author has chosen historic John Law as the hero of a novel that is forceful, poetic and fascinating.

"'The Mississippi Bubble' is a story to which one cannot do justice in a review. It is an artistic as well as a literary achievement. As a novel it will survive passing fashions in fiction and will take its place among the really great American novels."—*Minneapolis Sentinel.*

THE BOWEN-MERRILL COMPANY, Publishers.

A COMPLIMENT.

THE LENFESTEY MILLING CO.,  
21-23 River street,  
CHICAGO, July 30, 1902.

Editor of PRINTERS' INK:

Snyder & Johnson, advertising agents, called my attention to your criticisms in your issue of July 23, of the word Lenfeste, in connection with advertising my goods. I feel complimented with your comment on the "Muscle Maker," in connection with Entire Wheat Flour, of attractiveness of the poster, etc.

My name is used on ten different articles, and is made prominent in my advertising, with the hope of helping all the goods, if purchasers of one article are satisfied.

The criticism in connection with Entire Wheat, and the use of my name, instead of coining a name to designate the flour, known as Entire Wheat Flour, is not well taken from my standpoint, for this reason, it is impossible to coin a name that would be descriptive enough to carry to the people the information as to what the goods are; for example, the Shredded Wheat Biscuit people found that the name was not sufficiently plain, so they have woven the words, "whole wheat," through the word biscuit, and to more clearly designate the nature of their goods, and get some benefit from the advertising of entire wheat flour.

R. J. Gunning and others equally prominent frequently remind me of the value of my name from an advertising standpoint, because it is not a common name and easy to remember.

The fact that my goods are sold at a high price, and are truly of a high quality, has given me great confidence in one good thing carrying other good things, and while it may cost a good deal to familiarize the public with my name, when it is done I have succeeded in promoting more than one article.

My advertising has been confined to the Chicago market, and in a very limited volume, and the results, which have not been very satisfactory, cannot be used as a fair indication as to how good it would have been had my appropriation been larger and the work done more thoroughly and general.

PRINTERS' INK is truly very attractive to the student of advertising, and the man who spends a good deal of his money advertising. You boil things down pretty well, and I wish to compliment you on your work.

Yours very truly,  
J. T. LENFESTEY.

QUITE SO.

The man who thinks it is necessary for him to make jokes and jests in the advertisements he writes has mistaken his vocation in life. He should have been a comedian or a clown. The purpose of an advertisement is to persuade men and not to make them laugh. It is possible for one to laugh immoderately over something he may see in an advertisement and still have no thought of buying anything named in the advertisement. Moreover, it is not every one who thinks he is funny that can record a joke or a bit of humor.—*National Advertiser*,

WORLD'S FAIR, ST. LOUIS.

ST. LOUIS, U. S. A., Aug. 1, 1902.

Editor of PRINTERS' INK:

It is strange that there has so far never been in any World's Fair a space devoted to the exploitation of the different methods of advertising. It would seem as though few houses could get more returns for money expended in expositions than those firms who make a business of selling advertising space of various kinds, or who sell advertisements, or give their advice in advertising matters as specialists.

It goes without saying that any section of a building devoted to this new industry, advertising (for it must now be counted among the important branches of business), would contain exhibits exceptionally interesting and educational, each perfected by past masters in matters of publicity and each showing in its most friendly light the advantages of the particular method advocated by that firm, whether it favored the use of magazines, dailies, posters, street cars, bill boards, trade journals, souvenirs, or the sandwich men. There is no branch of publicity that is not capable of being represented at the St. Louis Exposition with a very attractive display exemplifying some particular method or methods. The question of advertising is now of such importance to all the business world that there would be no doubt of a large attendance to that portion of any exposition building devoted to the display and exploitation of the various methods of publicity, and there is every reason to believe that a great success would be assured to all the exhibitors in this line of business who used the exposition to educate the people to the advantages of their methods of reaching the public.

I would like to co-operate with advertising specialists that a sufficient section be set aside in some one of the three buildings of the Department of Manufactures to accommodate all exhibits which would be classified under the heading of "Publicity." This is an opportunity which the advertising fraternity at large should welcome and give to it the most careful consideration, particularly as their absence from an exposition where other industries are making themselves known is unfortunate, in that it suggests a lack of the "practice what you preach" idea. Very truly yours,

MILAN H. HULBERT,  
Chief of Manufactures.

RAISE CASH AND ADVERTISE.

WESTFIELD, N. J., Aug. 4, 1902.

Editor of PRINTERS' INK:

I have discovered a preparation, which used as an eye-wash by automobilists protects the eyes so that there is no need of wearing an eye-mask. I would esteem it a favor if you or some of your readers would tell me how to put it on the market so that it might do the most possible good.

Respectfully yours,  
W. H. MORSE, M. D.

NEVER start a mail order business without a catalogue or other good printed matter with which to back up and supplement the advertising.—*The Advertiser*,

### QUITE A SCALE OF INCOMPETENTS.

5 Beekman street, Temple Court,  
New York, August 5, 1902.

Editor of PRINTERS' INK:

I am in receipt of a marked copy of PRINTERS' INK of July 30th, calling attention to the article on adwriting schools. Permit me to say that the reprinting of an article from PRINTERS' INK of January 1, 1902, is really out of date and ought not to be offered as a fair explanation of what a first class ad school can do for the average man or woman. Before I had really started a correspondence course a representative of PRINTERS' INK called upon me for some remarks on the value of the ad school, but I could say but little, and in reality said practically nothing. Originally, I believed that correspondence instruction in advertising was one of the impossibilities, but later changed my mind, and I am glad to say that six months' experience in teaching by correspondence has proven the system a success. Both you and Mr. Ward are probably without substantial facts and information in regard to this new departure. My system differs from all others, and I think you would say that it was practical were you to know all about it. The fact that incompetent, fifth rate men have heretofore engaged in teaching advertising ought not to blind us to correct methods. As for myself I have always said, and I now repeat it, that advertising instruction can only be given satisfactorily when certain limitations are understood. To attempt to teach a young man or woman the manifold intricacies of the advertising business in all departments is the height of folly. To teach practical adwriting is another thing. Yours very truly,

G. H. POWELL.

### TOO SENSITIVE.

177-179 Broadway,  
New York, August 6, 1902.

Editor of PRINTERS' INK:

It is the \$1,000 a year man who experiments. The \$50,000, \$75,000, \$100,000 men stick to the *Record*.—Part of a recent ad in *Printers' Ink*.

No doubt the "\$50,000 a year" and so on man will appreciate this. But what about the "\$1,000 a year" man? Is he not apt to think the criticism uncalled for? Many men in the latter class can give the other fellow cards and spades in advertising. Probably had he the wealth of the large advertiser, the small one could afford not to experiment. As it is, he does the best he can and the advertisement of the *Record* as above, in my opinion, is a—d poor advertising. It savors of toadyism. Nowadays one cannot afford to offend the little fellow in order to show the big one how he (the big fellow) is appreciated and how far "we" will go and what "we" will do to get his business. And all this in "Philly" too.

L. E. FULLER.

A MOST effective way to win the friendship of the small and very poor advertiser is to tell him you have watched his advertising with interest and consider him an advertising genius.—*White's Sayings*.

### ARDENT ADMIRER.

ALFRED GRATZ ADVERTISING AGENCY.  
1001 Chestnut street,  
PHILADELPHIA, August 6, 1902.

Editor of PRINTERS' INK:

Being a regular reader of PRINTERS' INK for over six years (during which period I have been in the newspaper and advertising business) I have often been tempted to write you, particularly after reading some especially clever contribution to your journal, but, somehow, I never wrote. However, now that I started, permit me to say that hardly a week passes without my learning something from the Little Schoolmaster that is of assistance to me in my advertising business. I especially look forward with great expectancy to the Quaker City Pointers, as they invariably prove of much interest—and, many times, use. Put me on record as an ardent admirer of PRINTERS' INK. Sincerely yours,

JOSEPH F. KELLY.

### NOT IMMORAL.

LYMAN D. MORSE ADVERTISING AGENCY.

38 Park Row,  
New York, August 6, 1902.

Editor of PRINTERS' INK:

In a recent issue of PRINTERS' INK, we note a statement from the advertising agent, placing the business of the Force Food Co., in which we read that their style of advertising across the page was "adopted and popularized by Force." That style of advertising was used by this agency for advertising of a Dutch cocoa in leading dailies in New York and other cities some ten or twelve years since, so that the question raised about "the morality of the American Tobacco Co. stealing" their idea seems rather out of place, that style of advertising having been used by many advertisers besides the clients of the genial Mr. Rose. Yours very truly,

LYMAN D. MORSE ADVERTISING AGENCY.

### SAYS HE'S NOT A GRAFTER.

MIDDLEBURGH, Pa., August 6, 1902.

Editor of PRINTERS' INK:

In a recent publication, I observe that you publish a general criticism of adwriting schools. I presume your opinion or that of the writer was formed by inquiring of such schools which do not give careful, conscientious instruction and look more for the tuition than they do to the welfare of the student. The Wagenseller Advertising School is not of that character. Every inquirer for information gets a list of all the lessons and the books and magazines he is to get so that he knows in advance what he is to get for his money. There are no secrets behind the curtain at this establishment. Yours respectfully,

GEO. W. WAGENSELLER.

WHEN there was little advertising done by manufacturers, people did with much less in the way of store goods. While the standard now reached is very high, the general advertiser is increasing his efforts every year, and the wide-awake merchant profits by the advertising the manufacturer does.—*Progressive Advertiser*.

EIGHTEEN YEARS AGO.

"THE CAMERA,"  
114 South Seventh street,  
PHILADELPHIA, July 31, 1902.  
Editor of PRINTERS' INK:

On page 24, of the July 30th issue of PRINTERS' INK, I notice your remarks about the redemption of postal cards. Following this up you state that "this is the first time that the government has offered to redeem postals."

I beg to correct you in this, as I have had postal cards redeemed some eighteen years ago, when the government redeemed misprint or spoiled postals at 80 per cent of their face value.

Respectfully yours,  
FRANK V. CHAMBERS.

USING TOO MANY PAPERS.

(From a circular issued by the American Agriculturist.)

Most agricultural advertisers use too many papers.

S. A. Allen, & Co., of Philadelphia, after using 1,100 different papers, get better results from the list of less than fifty which they are using now. This firm finds that its replies cost an average of thirty to forty cents each, while firms that use from one hundred to two hundred agricultural mediums find their replies cost an average of one to two dollars each.

D. Y. Hallock & Son, of York, Pa., are using more publications this year than last, and last year they used many more publications than S. L. Allen & Co. did. Last year their replies cost them an average of one dollar each; this year they are costing an average of two dollars each, from which the inference may be drawn that the cost of agricultural advertising in proportion to the actual results is in inverse ratio to the number of mediums used.

Advertisers whose appropriations are large and who have been advertising a long time, have found that it is better to use exclusively mediums with the largest circulations and conclusively demonstrated value.

Large space in the best papers pays best.

Smaller space in a larger number of papers brings fewer replies, and costs more money. A page or a half-page in the most expensive mediums has proved over and over again a profitable investment.

The shrewdest advertisers in the magazine fields have discovered that to pay \$4,000 for the back cover of the *Ladies' Home Journal* or \$2,400 for the same in the *Youth's Companion* one time, is a much better investment than to scatter this money in more mediums through smaller space. The experience of Paine's Celery Compound in using full pages in the daily papers having the largest circulation is another demonstration of the correctness of this theory in the daily newspaper field.

THE traveling salesman who shows his customer all of the strong points in connection with the goods he sells him is doing the merchant a real service. Goods well advertised are half sold. This is a point which the merchant should realize. *Progressive Advertiser.*

NOTES.

THE Gunning System of Chicago have purchased the bulletin board plant in Kansas City which for some time past has been operated by the local firm of Hulmes & Kress.

PHILLIPS & COMPANY, St. James Building, New York, have the entire control of the Chocolat-Menier advertising for the coming year and also have charge of the advertising for the Latoila Company, Manhattan Therapeutic Association and a portion of the Wing Piano Co.'s business.

THE postmaster at St. Louis is to use his "World's Fair" canceling stamp on his letters after all. It has been discovered, says the *New York Evening Post*, that permission for this was granted to Postmaster Baumhoff in September, 1899, before the postmaster-general's sweeping prohibition of advertising devices on canceling stamps.

"THE Homes Successful" is a handsomely made booklet describing the heating apparatus of the American Radiator Company. The cover is a tinted drawing by Henry Hutt, and the text is oddly illustrated with halftones of famous paintings and localities. The company's address is omitted, which is hardly good policy, even if the booklet is to be distributed through dealers.

THE failure of a trial advertisement has set more business men against advertising than any other factor in publicity. This is a pity when the ineffectiveness of a trial advertisement is considered. A trial advertisement represents low water mark—absolute bottom. It is not decisive. It has no more value as evidence than a first meeting with an individual who afterward becomes your friend.—*Music Trades Review.*

MAYOR LOW of New York has approved the ordinance recently passed by the board of aldermen, regulating billboards and "sky" signs. The ordinance provides that: Fences, signs or billboards shall not be at any point over ten feet above the adjoining ground; except that when any fence, sign or billboard shall be constructed entirely of metal or of wood covered on all sides with sheet metal, including the uprights, supports and braces for same, it shall not be at any point over 18 feet 6 inches above the adjoining ground. Any letter, word, model, sign, device or representation in the nature of an advertisement, announcement or direction, supported or attached, wholly or in part, over or above any wall, building or structure, shall be deemed to be a "sky sign." Sky signs shall be constructed entirely of metal, including the uprights, supports and braces for same, and shall not be at any point over nine feet above the front wall or cornice of the building or structure to which they are attached or by which they are supported. All fences, signs, billboards and sky signs shall be erected entirely within the building line, and be properly secured, supported and braced, and shall be so constructed as not to be, or become, dangerous.

## BLUE SKY—OR BLACK FIGURES?

When it comes to buying advertising, the average man is so innocently trustful and so alluringly bucolic that he must appear an irresistible temptation to the goldbrick publisher. He buys "sight unseen" and often buys in large lots. Yet the same man in buying goods from a jobber takes a careful inventory, and simply falls in a fit if a mistake is found. Why should he not exercise a similar good business sense in buying advertising? It is his right to know what he is getting, and he should insist on this right. The best way to obtain reliable information is to detail a trusted employee to make occasional unannounced visits to the press rooms of the publisher with whom he deals. These visits should be so timed as to occur at the hours of going to press and a careful inventory of the number of papers run off should be secured. One visit, two visits, three visits are not enough. They should be made very frequently and a complete circumspection of every branch of the circulation department should be insisted upon. The honest publisher will take pleasure in furnishing facts and when one is found unwilling to give all possible assistance to the seeker after truth it can be depended upon that that publisher has been selling blue sky, and lots of it.—*Tribune, Terre Haute, Ind.*

## EACH AD SHOULD BE COMPLETE IN ITSELF.

"See our advertisements in this magazine," is a mistake because it diverts the attention. Then it is a mistake because in the search for the other spaces the reader is sure to find all the competing advertising. I happened to pick up the last issue of *Munsey's* and came upon a column ending with the usual instructions to look elsewhere. I spent nearly a half hour and came across the advertisements of seven or eight direct competitors before I demonstrated the fact that this column was the only space the concern has in *Munsey's*. The careless use of the scheme when there is but the one space makes every competitor's space the more valuable.—*Michigan Tradesman.*

AFTER the advertising appropriation gets to be a certain size, the peculiar advertisement is referred to as the work of a genius, instead of a d— fool.—*White's Sayings.*

## Displayed Advertisements.

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

## CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AGY, Montreal.

BRITISH ADVERTISERS' AGENTS

**Gordon & Gotch**

Estimates and every information supplied.  
t. Bride St., London, Eng. Founded 1853.

## RIPANS

After I would eat a meal I would be suddenly taken with such terrible cramps that I would have to walk bent over, and I would have to loosen my clothes. It would be a couple of hours before I would obtain relief. One day I heard about Ripans Tabules, and since I have taken a couple of the 5-cent boxes I have not had a single attack.

At druggists.  
The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.

# The Evening Journal

Jersey City  
N. J.

A two-cent local paper.

Enterprising but not sensational.

HOME not Street circulation.

Only one edition daily, hence:—

Every copy a family of readers.

## Circulation Averages

1899,	1900,	1901,
14,486	15,106	15,891

**1902, 17,160**

The American Newspaper Directory awards the mark ®® for quality of circulation.

## "We Rest Our Case"



with the advertiser. THE TIMES keeps a detailed record of circulation and furnishes the American Newspaper Directory with a sworn statement.

**No Other  
Chester Paper Does This.**

Daily Average  
for JUNE, **7,762 net**

### ChesterTimes

**WALLACE & SPROUL,**  
PUBLISHERS.

**F. R. NORTHROP, 220 Broadway,**  
New York Representative.

## Booklets

seem to be fashionable for advertising purposes. If you want to be in style write us. We attend to

### Writing, Illustrating, Printing.

It is important that your printing be gotten up in proper style, having paper, display, etc., harmonize. We guarantee our work to be just what you need. Address

**PRINTERS' INK PRESS,**  
10 SPRUCE STREET, NEW YORK.

You may, perhaps, use all the other daily and Sunday papers of Cleveland, O., except

### THE CLEVELAND DAILY WORLD

AND

### THE CLEVELAND SUNDAY WORLD

but if you omit both of these papers from your list you do NOT cover the Cleveland field. Some of the largest advertisers in America have used the *World*, either daily or Sunday, and in some cases both, for ten years past continuously. Rates reasonable and results satisfactory, that's why. The *World* was founded twelve years ago by B. F. Bower, who is still its owner and publisher, and during the whole of that time the *World* has been represented by

**THE S. C. BECKWITH SPECIAL AGENCY, New York and Chicago.**

*Sole Agents for Foreign Advertising.*

## TRENTON TIMES

**Trenton, New Jersey.**

### CIRCULATION:

February, 1902, average, 12,823

March, " " 13,372

April, " " 13,114

**1-4 OF YEAR'S  
AVERAGE 13,103**

1-2 of year's average, 12,518

25 per ct. { than all other  
Greater { Trenton dailies  
combined.

Covers { Delaw'e River V'l'y  
70 Suburban Towns  
90% Trenton Homes

## READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Of all the fool things that are done in the name of advertising, this one of printing a lot of generalizations, without even trying to give them some definite application, is one of the worst.

Here's an ad which is evidently intended for a little preachment on economy, but when it gets down to the point where a few prices might have pointed a strong moral, it goes rambling off "coveting confidence and challenging competition."

And nowhere in the entire ad is there a word or a cut to suggest the nature of the business.

If all the space that has been wasted in challenging competition, had been given to definite common sense talk about goods and prices, the business grave yard and the ranks of those who know (?) that "advertising doesn't pay" would not be so crowded.

A good way to "challenge competition" and to win confidence is to sometimes print prices that your competitors will not or cannot meet, and "make good" with the advertised goods at the advertised prices when the customer calls for them.

The sort of a challenge that this ad hands out is a cheap bluff that anybody can make; it simply doesn't mean anything at all, and everybody with sense enough to read an advertisement knows it.

### Get Your Money's Worth

Money we're so often told is the root of all evil, yet who of us have not wished at times we might have a few cords of the root. But instead of the idle wishing prudent people look closer after their expenditures. Right here we can help you. We covet confidence and challenge competition.

*Excellent.*

### Salt, Cheap as It Is, Needs Watching

Why buy damp or soggy, hard or lumpy, coarse-grained mixtures when the pure, dry, fine-grained, free-running article can be had at so low a price? To induce you to try a package of this Salt we offer for this sale a full-sized carton of our blue ribbon table salt and 3½ pounds granulated sugar, both for 18 cents.

*Comprehensive.*

### Vacation Shoes In Variety

Whether you're bound for the Maine woods, the Jersey beaches, the Catskills, or the Adirondacks, or don't intend to get out of sight of the yellow trolley-cars, you're sure to need some specialized form of vacation footwear.

Our shoe store knows no geographical nor personal limitations. Whatever shoes you want, for whichever place on this footstool, you'll find them here—in broader, better variety than ever before.

*All Right.*

### Caps and Dresses For Babies' Summer Wear

Sun hats and bonnets, in white, pink and blue; dainty and pretty for the baby to wear in warm weather. Surely among the expenditures for summer garments a thought will be given the requirements of the little tots who can't interpose for themselves. Think of their need of comfort and ease during the hot days. At these prices you can readily make appropriate selections and the expense will be minimum. For instance, the above described Hats and Bonnets are only, each, 25 cents.

*Here's an Unusually Good One for an Oil Stove.*

## A Thoughtless Man

probably has no idea of the discomfort and perhaps actual suffering that his wife endures all summer in a hot kitchen. Let him try it a week over a hot coal fire and see how quickly he will be asking about blue flame oil stoves. There are many makes of these. Possibly a third are good ones. There's one best—so we think. That's the "Automatic" that has neither wicks or valves, is not affected by draughts, and will do any work possible on a coal range. The cost of running is almost nothing—and the kitchen is always cool. See them working in our Basement.

*A Good One for Boys' Shoes.*

## These Don't

These never-rip shoes for boys don't rip because they have no seams at the places where boys' shoes usually rip.

They're made on a different plan from other shoes so that they are practically seamless.

When you get hold of a boy's shoe that can't rip you've taken a long step in shoe economy. This never-rip shoe is made of good, stout, wear-resisting leather, too—London Seal, and it's strongly sewed.

It's made for the boy who is "so hard on his shoes."

Prices according to size: Little Boys' Sizes, \$1; Youths' Sizes, \$1.25; Boys' Sizes, \$1.50. At the home of good shoes.

*Good, but Lacks Prices.*

## Refrigerator Value

consists in what it does, not in how it looks. The North Star keeps whatever is put into it, whether it is food or ice, and it does it economically with very little care or trouble.

We have a box in our window at actual work. It is expected to demonstrate some things about refrigeration that you are not familiar with—something way beyond the capabilities of your old box. Call and examine it.

*Good Thought for a Restaurant Ad.*

## After Church

You'll hardly want to go home, doff your good clothes and cook a big dinner. We can save you all that trouble and we'll guarantee that you'll be entirely satisfied. Just induce your husband to bring you here for your Sunday dinner. We are going to have everything in season and right up in style.

*For a Millinery Mark Down.*

## For a Dime

An untrimmed hat or a bunch of flowers. Have you the knack of trimming a hat? Here's news for you—money saving news. We are closing out many untrimmed straw hats and artificial flowers at a small fraction of spring prices.

10c. for choice of a tableful of straw hats, such as recently sold at from 75c. to \$2 each.

10c. for the pick of two hundred bunches of flowers and foliage, previously priced 25c. to \$1.

*It's Most Always a Good Idea to Tell Folks Why as This One Does.*

## Lace Lisle Gloves At Scott's

The silk glove weavers of France have voted to do away with night work. The factories were formerly operated night and day during the busy season, and closed altogether for the dull spell. The object is to make day work the year 'round. This new schedule will probably work for the good of all as soon as it is in force long enough for a surplus stock to pile up, but just now it is raising rumpus with the market. The manufacturers are unable to begin to supply this year's demand, and most of the leading importers are short—very short.

Fortunately for you we bought early and liberally and now offer at retail the best grades at to-day's wholesale prices.

Lace Lisle—Whites, tans, blacks and slates, 25c. A superior glove in same colors, 50c.

Egyptian Suede Lises—Same colors, 50 and 75c.

Taffeta Silk Gloves—Same four colors in a little different shades, 25 and 50c.

*The Frugal Housewife always Wants to Know "How Much?"*

## That Garbage Problem

How to dispose of the garbage that comes from the kitchen during these hot summer months isn't an easy problem to solve healthfully and economically, but the "Witt Corrugated Can" will go a long ways toward giving you a satisfactory solution of your garbage troubles.

The Witt Corrugated Can is made of heavy galvanized steel and will last a life time. It's water tight and a tight fitting lid makes it odor proof. If used for ashes it's fire proof.

Let us show them to you.

*Suggests Solid Comfort.*

## Hammocks, Lawn Swings and Other Lazy-Day Delights

Swinging idly in a hammock, on the shady side of the piazza, is a splendid way to put in some of these torrid days. And set up a tent or a swing under the trees for the little people, and temperature changes pass them by untouched.

All these are here, and everything else that the summer outdoor life makes necessary. But here's more definite news of the hammocks, swings and tents:

*Read This a Second Time; Note the Strength of the First Paragraph.*

## Fetching Hats for The Summer Girl

Hats that are so low-priced as to make them eminently fit to knock about in, yet so pretty as to make it almost a pity to do so. However, the economical side of the question will probably prevail.

These charming bits of summer headgear are of pique, linen, batiste or straw in effective shapes; mostly stiff-trimmed. On many of the pique and linen hats there is the attractive note of green, so popular this summer.

Prices are 50c to \$5.

*Quite Attractive.*

## "Dolly Varden" Hats a Third Below Value

You can't evolve a much more appropriate hat for all-round Summer wear, whether in point of comfort, appearance or inexpensiveness, than these effective "Dolly Varden" hats. They're of white duck, with a fetching, floppy ruffle around the edge, and may be worn indifferently on the sands, the golf links or the mountains.

And just now they're reduced a third in price—50 cents instead of 75 cents.

*Lacks Nothing but Prices.*

## Pipes and Tobaccos

at wholesale prices (some even less) in order to close out certain lines that I don't intend to sort up on. I'm busy making inventory this week and I'm finding a whole lot of just such bargains as you'll be glad to pick up. Cost or former selling price doesn't cut much ice with me just now—the main object is to dispose of the goods prior to the arrival of my new lines. The thrifty are stocking up—better lay in a future supply. Cut plug-long cuts and fancy mixtures. Pipes of all descriptions.

*This Advertiser Sharpens Lawn Mowers, Knows How to say so and Isn't Afraid to Print his Price.*

## Question !

The question is how long are you going to fuss along with that dull lawn mower, wasting your own strength needlessly and mangling your lawn?

A feeling of "well done" comes over a fellow as he glances across smooth turf, and the labor of cutting is forgotten in the sense of gratification.

A haggling mower taxes your patience and strength and ruins the lawn.

My shop is equipped with an automatic power sharpener that does good work quickly and accurately.

My team will come and get your dull mower and return it sharp as a razor.

My terms are fifty cents.

# Returns So Satisfactory Will Use Larger Space

is what an advertiser writes who used our papers steadily last season. Here is the letter:

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OFFICE OF

*FRENCH NOVELTY COMPANY,*

*Bridgeport, Conn., June 26, 1902.*

MR. C. E.-ELLIS,

Temple Court, New York City.

DEAR SIR: Have used your papers quite extensively the past two years, and in summing up the cost and results I find them to be very satisfactory, and so much so, that I am contemplating using larger space the coming season.

Yours truly,

FRENCH NOVELTY CO.

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Increased space from an advertiser is the best evidence that a paper is profitable. This is especially true when the advertisements have been *keyed*, as have those of the French Novelty Co.

There are no better mediums than

## THE ELLIS PAPERS

for mail order or general publicity advertising, to reach the great buying class in small towns and rural districts. All the mail order advertisers use our columns continually. They certainly would not do this if they did not find our papers profitable.

CIRCULATIONS GUARANTEED. PROOF SHOWN AT ANY TIME.

### THESE ARE THE ELLIS PAPERS:

The Metropolitan and Rural Home,	-	500,000
The Home Monthly,	- - - -	400,000
The Paragon Monthly,	- - - -	400,000
The Gentlewoman,	- - - -	400,000
Park's Floral Magazine,	- - - -	350,000

### THE C. E. ELLIS COMPANY,

713-718 Temple Court Building.  
NEW YORK.

112-114 Dearborn Street,  
CHICAGO, ILL.

Established 1773

The Sworn Circulation of the

# Baltimore American

is more than double that of any  
other morning paper in Balti-  
more.

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*Daily Average for May:*

69,263

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Advertising in the *American*  
always pays.

Over 5,000,000 lines of paid  
advertising inserted in the *American*  
during 1902.

The *American* leads, others  
follow.

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New York Representative:

D. PEYTON BEVANS,

165 WORLD BUILDING.

Chicago Representative:

C. GEO. KROGNESS,

1634 MARQUETTE BLDG.

# I Lost the Order

NEW YORK, July 22, 1902.

*The Cincinnati Litho. Co., Cincinnati, Ohio:*

DEAR SIR—Some months ago I sent you a copy of my price list and also quoted prices on special inks. Not having heard from you, I am anxious to know if you are in the market at present! I know you will be satisfied with my goods and hope to be favored with a trial order. Thanking you and awaiting yours, I am, respectfully,

PRINTERS INK JONSON.

CINCINNATI, July 25, 1902.

*Printers Ink Jonson, New York, N. Y.:*

DEAR SIR—We are in the market right along, but according to yours of March 7, we couldn't see any equivalent, much less advantage, in your offer. You see we discount our bills and we want an ink that works satisfactorily, which all inks do not. Then we don't want to buy a cat in the bag or, if the inks proved not suitable, to bother about urging on you to return our money. We are a responsible firm and always discount our bills and don't complain unless there is a reason for it, and don't like the idea of paying for goods in advance and asking you to refund our money for an ink that might do us serious mischief or damage besides the concurrent delay incident. If we can deal advantageously with you, get a good article and save money, "you're our man." Now let us ask in the "H. D. Book," Nubian Black, or Red Raven Black, etc. ink that comes from the various manufacturers making these brands, or do you just guarantee inks equal to these brands, likewise the E. B. ink! Let us hear from you definitely in this regard and whether you will send us ink such as we may designate and allow us to remit to you in the usual way, especially until we know that we have got what we want and need. Yours truly,

THE CINCINNATI LITHOGRAPHIC CO.

NEW YORK, July 28, 1902.

*The Cincinnati Litho. Co., Cincinnati, Ohio.:*

DEAR SIR—Your remarks on my letter of the 22d are noted. I can give you inks which will equal "H. D. Book," Nubian Black, Raven Black and other grades of ink, at lower prices than the credit houses charge, but I can not do business with you unless I receive the money in advance. I started in the ink business in January, 1894, and since then have filled nearly ninety thousand

orders, and not one of them ever left my place unless I had the cash in advance for same. I would be glad to open an account with you if I were doing a credit business, but if I made an exception in your case I could not hereafter advertise that "not an ounce of ink ever left my establishment unless I had the cash in advance for same." I feel positive I can retain you as a permanent customer if favored with a trial order, and trust you will understand my position in the matter. Thanking you and awaiting your favors, I am, respectfully,

PRINTERS INK JONSON.

CINCINNATI, July 30 1902.

*Printers Ink Jonson, New York, N. Y.:*

DEAR SIR—Yours of the 28th to hand. We don't want you to break any fixed rules; at the same time we don't want to pay for anything in advance—and especially as we don't know whether the goods are suitable or not. You state in your letter you don't furnish the "H. D.," "Nubian," "Raven," and, we presume, neither the "E. B." but ink equal—well, we know of ink men at home that say that same thing—but they don't. Now, the only way to demonstrate that is to furnish the ink—but we won't pay for something beforehand—not knowing what we are getting. If you don't send out an invoice of ink without a cash remittance you should at least send out a sample lot of such ink, as buyers ask about to convince them that the ink is what they want, and if the ink is satisfactory they to pay for it and if not return it; then only would we consider a further requisition as an order: and the reliability of getting exactly the same article that had been furnished before would then devolve altogether upon you; but in no case, even after we found out that you had what we wanted, would we care to order or pay for the goods, at the utmost, except upon delivery of goods. For this reason we did not pay any further attention to your frequent communications, and as there is no prospect of our coming together it is useless to waste any more paper. You may have the ink we want and it might be to our mutual advantage, but we don't know. You can rest assured that if you sent us any ink for trial and it proved satisfactory you would get your money and further order, and if it did not it would be returned to you all right with advice as to its faultiness. Yours truly,

THE CINCINNATI LITHOGRAPHIC CO.

Some concerns think that a check mailed on receipt of the goods is practically cash with the order. If I were doing a credit business it would tickle me to secure such prompt-paying customers, but as my terms are strictly *cash in advance* you must buy a cat in the bag and take chances of getting your money back if the goods are not satisfactory. My reputation of having filled nearly ninety thousand orders from eighty-five hundred different concerns in less than nine years should be sufficient guarantee that I fulfill all my claims.

Send for my price list of news and job inks. Address

## PRINTERS INK JONSON,

17 Spruce St.,

New York.

**IN PHILADELPHIA**

*They Use*

**The  
Inquirer**

*For Advertising*

*For rates address*

***The Philadelphia Inquirer***

***1109 Market Street, Philadelphia***

***NEW YORK Office, Tribune Building.***

***CHICAGO Office, Tribune Building.***